

Canadian Kodak Co., Limited

Trade Circular.

"FOR YOUR INTERESTS AND OUR OWN"

Vol. IX, No. 9

TORONTO, CANADA

January, 1913

WHY KODAKS?

Which of the goods that I carry will it best pay me to advertise?

The ones that pay the biggest profit if—

There are many handles to that "if." If the goods are such that they will bring customers again to your store, if they are of such a nature that they will likely appeal to your trade, if they will strengthen your reputation with your trade—then they are good goods for you to advertise. If, having these desirable qualities, they are also nationally known, widely advertised goods they are the very goods that it will best pay you to advertise because the work is more than half done for you.

Kodaks are such goods. There are no goods handled by the average Kodak dealer that are as well known as Kodaks. Every year there are manufacturers of foodstuffs, tobaccos, liquors, perhaps now and then of automobiles, that splurge for a year or two or three. During these splurge years they spend more advertising money than we do. **But the Kodak Advertising Appropriation**

has increased every year for two decades. There has been no let up. In fat years it has been increased because the prospect of more business was good. In lean years it has been increased to prevent a falling off in the Kodak business caused by general bad conditions. The biggest increase in Kodak advertising was in 1912. The biggest increase in Kodak sales was in that same year. There will be another big increase in both in 1913.

Look over the goods you handle, then watch the big national advertising mediums and see who is doing most for you. Look, too, at the store helps. Who is doing the most for you in well printed booklets, in signs and the like?

And, by the way, do not be deceived by *temporary* local newspaper campaigns made by manufacturers. This isn't a word against newspaper advertising. It refers only to the kind of advertising that is sometimes done "to interest the dealer." When a manufacturer uses two or three of your local newspapers for a few weeks it may look as though he were doing a lot for you. But it's true that there

are many cities in which the sales (issue for issue) of the national magazines and weeklies exceed those of the local newspapers.

There are few important magazines and weeklies that do not carry the Kodak advertising—many of them carry it in every issue and some of them in colors on the back covers. They and our other forms of advertising have made **Kodak the best known trade-marked article in the world.**

Kodaks pay you a good fair margin of profit, Kodaks will bring customers, desirable customers, into your store and bring them back again and again for supplies; Kodaks will appeal to your trade; Kodaks because of their reputation and quality will strengthen your reputation with your public.

Advertise Kodaks. Our cuts and booklets are at your service.

TERMS OF SALE FOR 1913

INCREASED DISCOUNTS.

In the same envelope as this circular we have sent to each of our customers a copy of our latest Terms of Sale, which went into effect January 1st, 1913.

The important new feature of our 1912 Terms of Sale was the additional 10% discount allowed on Roll Film and Film Packs. For 1913 the important features are again increased discounts.

From January first all Rochester Optical Cameras—Premo Line—have been billed at a discount of 32%, making a uniform discount on all our Cameras, Kodaks, Brownies, R. O., Graflex and Graphic.

Many dealers are neglecting the

Premo line. They allege that they don't stock the cameras because there is no demand for them. We are inclined to think that dealers who refuse to stock Premos are losing a source of goodly profits, for those who have stocked Premos have found a good demand.

For 1913 stock Premos and push them, too. There is no overlapping with the Kodaks and Brownies. The Premoette Junior and No. 3A Premos, Film Plate, Pocket C and No. 1 Film Premo, make the line more readily saleable.

32% is now the discount allowed on Premo Film Pack Tanks and cages for same, also on Eastman Plate Tanks and Kits for same. Tank Development needs no apology, but it does need good strong pushing. For best results and satisfied customers, boost Tank Development for Roll Film, Film Packs and Plates.

32% is also the new discount on No. 2 Kodak Box Outfits. This outfit is one of the things the dealer forgets, but there is good business to be done with them if pushed consistently.

FOR CHRISTMAS KODAKERS.

THE LIBRARY EDITION OF "HOW
TO MAKE GOOD PICTURES."

"How to Make Good Pictures" is without doubt the best general text book ever issued for the amateur photographer.

The sale of the regular twenty-five cent edition has already been enormous.

Incident to the demand for the regular edition have been many

resquests for the book bound in cloth, for presentation copies, and for library collections.

The new Library Edition of "How to Make Good Pictures" is now ready; it is attractively bound in brown cloth, with the title in gold, as per illustration on page 4.

In addition to the regular illustrations, the Library Edition contains four actual photographs, one each on Kodak Velvet Green, Velvet Velox, Double Weight, Royal Velox Re-developed, and an enlargement on Velvet Bromide from a Vest Pocket Kodak negative.

These extra illustrations not only add much to the attractiveness of the book but are also of great value as lessons in what the best results on these papers should be.

To a great many of your customers the Library Edition will sell as readily as the regular edition, and to those who received cameras for Christmas the book will particularly appeal.

The Price

"How to Make Good Pictures,"

Library Edition, - - - - - \$1.00
Discount to the trade, 33⅓%.

NOT TILL SPRING.

It's the little things that count—generally. For a big thing is an aggregate of little things.

Here's a sidelight on the Kodak business of a certain dealer, which would be funny if it were not almost sad.

The enthusiasm of one of his customers had, in the month of December, got so warm that he dug up his Kodak, which was badly in need of repairs, and took it to the dealer. The dealer sent it in to us by one of his clerks, who explained what should be done, and for shipping directions said that the Kodak might be returned with any shipment before spring, for the customer would not need it till then. These are the very words of the clerk.

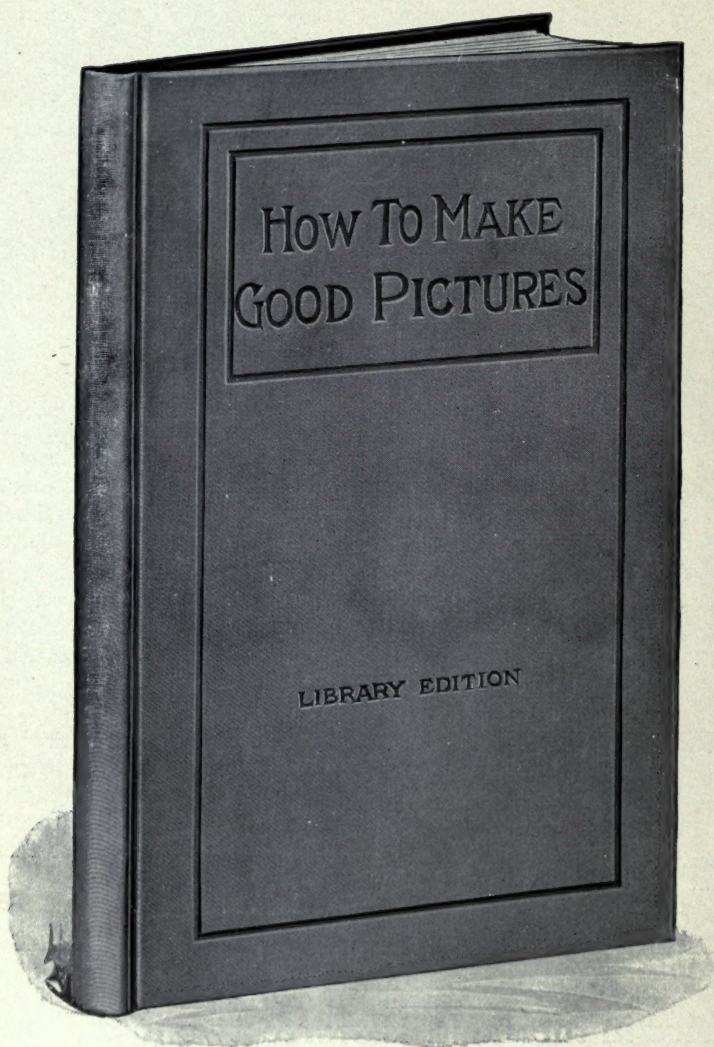
The question in our mind is whether the clerk knew this from the customer direct or presumed it from his own attitude towards the sale of photographic goods in winter.

Fortunately, there are dealers and clerks who refuse to put such a damper on photographic enthusiasm. They leave off the damper because it pays to boost the goods all the year round.

"A bird in the hand is worth two in the bush!"

To the dealer, one Kodak in working order is worth a dozen that are not.

See that every Kodak in your town is in working order.



THE NEW LIBRARY EDITION OF
"HOW TO MAKE GOOD PICTURES."

See Page 2.

City Amateur to Country Dealer.

Dear Mr. Dealer:

I visited the old homestead over Christmas and I took my Kodak with me. I couldn't begin to tell how much that Kodak added to the pleasure of the visit. I took pictures outdoors and indoors, including two or three flashlights of the Christmas party and the enjoyment of my visit has been all the greater because I can always keep the memory of that visit by the pictures I made, not to speak of my knowing how much pleasure I gave the folks at home by sending them pictures of the festivities.

There's profit for you and pleasure for the young folks of the town or village in pictures of the good times they have together. Anybody can safely make good indoor pictures with Eastman Flash Sheets.

Put it up to them right now, explaining the use of the process and using the booklet "By Flashlight" to help. A good picture will help the most.

Wouldn't it pay to start a "run" on flash pictures of the festivities among the young folks and, at that, pictures made by themselves? It's worth trying, for others have worked up such a "run" and increased the number of cameras working as well as boosting the sale of supplies.

We city amateurs go in strong for indoor work during the winter months and make flashlights of the good times we have, but the city folks are not the only ones who can get pleasure and enjoyment from their Kodaks at this time of the year.

Winter time is flashlight time and I wonder whether you are making the most of your opportunity in this line.

Yours truly,

CITY AMATEUR.

KODAK TRADE CIRCULAR.

Beginning with January, 1913, the *Kodak Trade Circular* will be a little larger than heretofore, making new binders necessary, one of which is being sent to each dealer under same cover as this issue. The new binders will take 24 copies, so that monthly numbers of the circular for two full years may be kept under one cover.

How do you regard the *Kodak Trade Circular*? Some dealers seem to look upon it as a piece of advertising matter aimed at them, but this view is wrong, for you know that the theory of all Kodak advertising is "at the consumer for the dealer."

The *Kodak Trade Circular* is published month by month for your interests and our own. In it we notify you of new goods, new discounts and goods discontinued. But it goes further than that, for we aim through this medium to pass on to all dealers methods and schemes that have been found useful in the building up of business by individual dealers.

Right here we can give a true case of the necessity for carefully reading the *Circular*. A dealer who knew about the large tank system of development which we introduced a few years ago had for a long time wanted to put in a smaller system, but he hadn't the time to figure out proportions and quantities from the figures given for the large tank. All through the past year his developing was a big problem to him, because he hadn't

enough work for the large tanks and didn't know about the 8 x 8 inch size introduced in May, 1912, *Circular*. And this man is a live one, but the May number seems to have escaped his notice, for he has just lately ordered the blue prints and directions for the size of Tank he needs to handle his developing.

Window displays of proved drawing power are illustrated in the *Circular*, whether they originate with us or from individual dealers, and we always welcome suggestions along these lines provided they are such as can be used by the average dealer.

Selling suggestions, both of a positive and negative nature, are circulated by this means, things to do and things you shouldn't do, if you would build up your sales.

New advertising matter is brought to your notice through this medium. It pays to know about the ammunition which we offer you to use in gunning for new business. And the first place you will learn of this ammunition is from the *Trade Circular*, instead of waiting till a salesman brings it to your notice.

You—the one at the head of the business—should read the *Circular* yourself and pass it around among your clerks. Then file it in the binders for reference. Reference is easy, for you have only to look up the index printed in the December issue for each year.

Another function of the circular is to give our customers general information about the Company—making us better acquainted.

Again, read the *Kodak Trade Circular* to be thoroughly in touch with that department of your business and file the *Circular* for reference in the binder supplied.



PROFITABLE WINDOW DISPLAYS.

The up to date manufacturers throughout the country are keen to appreciate the value of effective window displays in the marketing of their products by the retailer.

The National Cash Register Co. of Dayton, Ohio, have long been noted for the originality of their advertising and selling campaigns, the display windows of their selling agencies always containing a convincing and attractive display.

Fully realizing that their success

depends upon the success of the merchants employing their devices, they have devoted much time and thought to the education of the retailer in good window displays.

In the arcade in their home office building they arrange from time to time window displays of various lines of merchandise for the education of visiting dealers.

We have the pleasure to reproduce above a Kodak window recently installed, the goods for the display being loaned by the Niehaus & Dohse Co., local Kodak dealers.

The display is strong by reason of its simplicity and our national advertising is connected direct with the display by the prominent use of one of our advertisements in the Saturday Evening Post as a poster.

We have always contended that the simple display has the greatest selling power, and we are gratified to observe that such successful advertisers as the National Cash Register Co. concur in our belief.

AUTOTIME SCALE FOR COMPOUND SHUTTERS.

The Autotime Scale has thoroughly demonstrated its practical utility, and thousands of them are now in active service.

To still further extend the usefulness of the Autotime Scale we are now in position to supply it for use with the Compound Shutters.

There has been a heavy demand for the Autotime Scale for use with this shutter, and dealers will find it to their advantage to stock and push the full line.

Our premium plan applies on these styles as well as for the previous models.

The Price.

Autotime Scale, Style H for No. 0	
Compound Shutter, - - - -	\$1.50
Autotime Scale, Style H. H. for	
No. 1 Compound Shutter, - -	1.50
Autotime Scale, Style H. H. H. for	
No. 2 Compound Shutter, - -	1.50
Discount to the trade, 30%.	

KODAK FILM TANKS
for those who received
Christmas Kodaks

EASTMAN NEGATIVE ALBUMS FOR SMALL FILMS.

Following the natural demand created by the large sales of our smaller cameras, we are now in position to supply the Eastman Film Negative Album for negatives $2\frac{1}{2} \times 4\frac{1}{4}$ or smaller. Each album contains one hundred numbered pockets, and index the same as in the larger sizes.

The Price.

Eastman Negative Album, for negatives $2\frac{1}{2} \times 4\frac{1}{4}$ or smaller \$.75
Discount to the trade, 40%.

PUSH

Autotime
Scales,

Flash
Sheets,

Portrait
Attachments,

Brownie
Enlarging
Cameras—

they carry a good
profit, and keep
up the amateur's
interest.

SUGGESTIONS FROM OUR ORDER DEPARTMENT.

We have, from time to time, called your attention to various details, the observance of which greatly facilitate the prompt shipment of your orders. We offer herewith a few further suggestions for our mutual benefit.

SHIPPING INSTRUCTIONS.

Full shipping instructions should accompany each order. Our order and shipping clerks may exercise their best judgment and still go contrary to your wishes. We may ship some goods by freight which are wanted for immediate use, and on the other hand, an order may go express which you would have preferred by freight.

Please do not request us to prepay transportation charges and include in invoice.

This entails a large amount of extra work on our part without any particular advantage to the dealer.

On the other hand, we will always prepay when anything can be saved by so doing.

ORDERS FOR PARTS.

The number of parts for cameras and other articles of our manufacture is so large that it is not practical to make out a complete list for the trade. In ordering parts specify explicitly the size and style of camera, tank, tripod, etc., and when possible send a cut or sketch of the part desired.

1A F.P.K. SPECIAL KODAK.

Please bear in mind that the Kodak formerly listed as the 1A Special is now known as the 1A F. P. K. R. R. Type, and that the

\$50.00 instrument will be shipped on an order for the 1A Special.

ODD SIZES.

On unlisted sizes the order must amount to at least two dollars list on plates and one dollar list on paper.

Odd sizes should always be underlined or marked O. K. as assurance that the size given is not a typographical error.

SPECIALLY PRINTED POST CARDS.

It requires at least five or six days to turn out an order for specially printed post cards. When included with an order for other goods, please state whether or not you wish the order held to include the post cards.

REPAIR ORDERS.

When sending orders with instructions to include goods in our Repair Department, please state whether or not we shall hold the order until the goods for repair are ready.

In our busy season repairs sometimes cannot be completed for several days, and it is likewise frequently necessary to write for instructions before proceeding with the work.

ADDITIONAL ORDERS.

When sending in additional orders please bear in mind the fact that we aim to make immediate shipment of all orders received and unless the additional order follows by the next mail there is every possibility that the original order may have been shipped.

Therefore, please specify whether, in the latter contingency, we should hold the order for the next shipment, or send on the goods immediately.

RETURNED GOODS.

All returned goods should bear the name of consignor, and be accompanied by a letter of explanation.

A list of contents should be placed in each package to facilitate checking of return. The letter, however, should be mailed separately.

CLAIMS.

Complaints regarding shortages in shipment, or errors in filling orders should be made immediately upon receipt of goods.

All complaints should be in a separate letter.

KODAK WINS.

FIRST PRIZE, £1000, IN LONDON DAILY MAIL COMPETITION. KODAK ALSO PARTICIPATES IN SECOND PRIZE.

At the commencement of the vacation season the London Daily Mail, one of the greatest newspapers in the United Kingdom offered three cash prizes of £1000, £100 and £50 in its "Best Holiday" Competition. Each competitor to submit a set of twelve photographs of a particular holiday (vacation).

This competition was strongly featured in the Daily Mail throughout the summer, and attracted widespread attention, a very large number of entries being received.

The judges in the contest were the Editor of the Daily Mail, and two well-known novelists, Mrs. C. N. Williamson and Max Pemberton. They were unanimous in their decision as to the First Prize of £1000, which was awarded to Mr. Douglas A. G. Brown, who

used a No. 3A Folding Pocket Kodak. The Second Prize of £100 was divided between the user of a 3A Folding Pocket Kodak and the user of a camera of other make. The Third award of £50 was divided between the user of a Century Camera equipped with Zeiss lens (Mr. D. Vandeventer of Winona Lake, Ind., by the way), and the user of a camera of other make.

These awards only serve to still further emphasize the fact that the discriminating public fully realizes the quality and dependability of Kodak products.

P. M. C. POST CARDS—GLOSSY.

In addition to the Matte and Semi-Matte grades we have now ready for the market P. M. C. Post Cards, Glossy surface.

Prices and discounts the same as for the other grades of P. M. C. Post Cards.

IN CASE LOTS.

Some of our customers, particularly in the smaller towns, have found 96-4 oz. bottles or case lots of Velox Liquid Developer and Nepera Solution a little difficult to handle. To help such dealers, case lots of both of above preparations will now be 48-4 oz. bottles. Discount will remain as before—40% on case lots.

DISCONTINUED.

Kodoid Plates—film on a cardboard support—have been discontinued. Dealers will please note this and pass the information to the clerks who do the ordering.



Every good time is
a good time to
KODAK

C

MORE ADVERTISING LANTERN SLIDES.

Some months ago we undertook for the first time to supply Kodak Dealers with suitable Lantern Slides for advertising Kodak products in Moving Picture Theatres.

Two Slides especially prepared for Christmas advertising were illustrated in Trade Circular for November. The offer brought so many requests that we have decided to continue the service. You know that in all cities and in nearly every town and village throughout the Dominion there are Moving Picture Theatres, playing to crowded houses at each performance. You can readily arrange with the Manager of the Motion Picture Theatre in your town, or with the nearest

theatre to you in the city, to run Slides bearing Kodak Advertising Matter, and thus obtain a good deal of desirable publicity. The Slides afford an excellent opportunity for you to connect your name locally with our general Kodak advertising.

Two Slides, illustrated herein, are reproduced from Card Signs supplied for window display. The same advertisements have recently been used in connection with newspaper and magazine advertising. Bring "Kodak" or "Brownie," and your name in connection therewith, before the public in the most effective manner by advertising with the Lantern Slides in your local theatre. Your name will, of course, be shown on the Slides, and these will be furnished only on request. You may have one or both so long as the supply lasts.

Order by letter—C or D.



Loads of fun for
little folks in a
BROWNIE

D

Your Developing and Printing

You will be anxious to see how those first exposures with the Christmas Kodak or Brownie turn out.

Our knowledge and expert equipment will insure best results from your negatives. We print on Velox—the only paper made solely to meet the requirements of amateur negatives.

RICHARD ROE & COMPANY.

Canadian Kodak Co., Limited

Trade Circular.

"FOR YOUR INTERESTS AND OUR OWN"

Vol. IX, No. 10

TORONTO, CANADA

February, 1913

AN ESSAY ON SEASONS.

A Kodak is neither a Panama hat nor a woodchuck.

"Quite obvious," you say.

Admitted, but there are still some Kodak dealers who hibernate their camera line—some of 'em don't even let it stay awake as long as the woodchuck. They get their Kodaks into the show window along about June time and put them into winter quarters when the straw hat curfew rings on September 15th. That was probably good business twenty years ago. But things are different. Kodakery is now an all the year around game. The proof?

Yes, incontrovertible proof. Kodak and Brownie Sales for December 1912 were larger than for any month in the history of the business. Even our June high water mark was eclipsed.

This big business was in spite of the Panama hat-woodchuck theory. All the more business, of course, for those who did not hibernate their photographic goods.

Christmas did it? Of course, in large measure, but those Christmas cameras will now be working, will

do all the more work if you encourage them. And there are birthdays in February and hundreds of thousands of people going south and babys galore to be Kodaked at home. Even if the woodchuck sees his shadow on Candlemas day and crawls back for another six weeks sleep there will be pictures taken. The very sunshine that tempts Mr. Chuck to come out will get many Kodakers out, too.

To get all there is out of your photographic business make it a twelve-month affair. There's good business for all the dealers all the time if the right arguments are used at the right time and all the time.

IN WINTER:—Flashlights, home portraits, snow scenes, the frost on the bare limbed trees, the trip to the West Indies, to California, to Florida—or to any other good place.

IN SPRING:—The budding trees, that first fishing trip, again home portraiture (perhaps on the veranda on pleasant days), the parks, the flowers, the fields, the Easter holidays, the May walk. Oh! Glorious Kodak Spring.

IN SUMMER:—You don't need to be told.

IN AUTUMN:—Again home portraiture, and the falling leaves—the hunting trip and the horse show and the county fair—and then more home portraiture and flash lights of the Thanksgiving party.

ALL THE TIME:—Everything. Cut the word "SEASON" out of your vocabulary. There's no closed season when you hunt with a Kodak—or for Kodak customers.

"PERFECT IN MINUTEST DETAIL."

AN APPRECIATION OF THE KODAK EXHIBITION.

The Kodak Exhibition in the U. S. has met with hearty and sympathetic appreciation in every city it has visited, and the average attendance has far exceeded that of the previous exhibition.

One of the pleasant features of the Exhibition week at Scranton, Pa., was a visit from a number of the members of the Camera Club of the neighboring city, Wilkes-Barre.

Their impressions of the Exhibition are happily expressed in the following extracts from a letter received from Mr. Harry C. Shepherd, the President of the Club:

"About thirty of our members had the pleasure of attending your lecture and wonderful Exhibition at Scranton, Pa., last evening. The unanimous opinion was that it was one of the finest exhibitions of photographic art that we had ever witnessed, covering every stage and every step in photography and every line of thought and action in connection with the same.

The lecture by Dr. Stuchell was scholarly, concise, beautifully ren-

dered under very adverse conditions respecting acoustics.

You are certainly entitled to great credit for getting up a show on such a stupendous scale and yet one that is so perfect in minutest detail.

It, no doubt, will be especially pleasing for you to know that the audience was very large and very cosmopolitan, yet a unit when it came to appreciation."

KODAK



Winter or
Summer,
on dull days or bright,
indoors or out, you can

KODAK

Kodaks are so simple, a child can operate, so efficient, there is no limit to results—and always ready for use on the instant. That is the Kodak way of it.

Daylight loading and unloading—
No dark room needed for any of
the work.

RICHARD ROE & CO.

Single Col. Cut No. 133 B.
Double Col. Cut No. 133 A.

A WAITING GAME

TIME. The latter part of January, 1913.

SCENE. Store of a Kodak dealer. At the back of a show case are two or three copies of "How to Make Good Pictures," but to have a good look at them, you must stoop.

A Kodak salesman is trying to persuade the dealer that the book is a good seller: a good thing for the dealer to sell. That it should be "up front," not hidden away, because it is a business builder.

Argument and appeals to reason have proved unequal to the task, the dealer admitting that such a book should sell, but he has tried it out and it hasn't gone at all.

Salesman begins to feel pretty weak-kneed at the failure of his arguments, etc.

A lady customer drops in to get some prints and the clerk comes to rescue of his employer by inviting salesman out to help the customer with criticisms of her work. He looks through the prints, which are all from negatives made in summer.

This lady doesn't do any Home Portraiture or Flashlight work, because she never quite got on to the hang of it, though she has had explanations. Out comes a copy of "How to Make Good Pictures"

from the salesman's pocket and he turns through pages 44-78.

The young lady has only to look at the illustrations and read the foot notes to understand what has been holding her back. "Oh! I see now." She buys a copy of the book, some film, Flash Sheets and a Flash Sheet Holder from our salesman and leaves with a word of thanks for the help.

Clerk at first looked on but when he saw how things were going he went and dug up the special display card received last November, and set it up with one of the books where it can be seen. Says he can sell them same as our salesman can.

Salesman gets an order for several dozen copies, the dealer admitting that he had waited for the book to sell itself, relying on the title, which he thought would interest everyone who did photographic work.

"All things come to him who waits" is just about the most misleading doctrine that ever was preached, at least for a merchant who wants to see his sales grow.

In baseball, it is alright for the batter to wait out a pitcher who is inclined to be wild. His chances are good for a walk to first, but in business while you wait sales slide by you and are never tagged.

Salesmanship is the all-important factor in retail trading, and it is surprising to find how little real attention is paid to this art—for it is an art—by photographic dealers. The mere selling of an article that is asked for does not come under the category of salesmanship; it is the getting on good—not intimate—terms with the purchasers that brings out this desirable qualification.

INSURANCE.

A Brownie Camera is not a cheap, inferior substitute for a Kodak, it is a "LITTLE COUSIN OF THE KODAK," and although every dealer is familiar with this title, to many of them it is not more than an advertising phrase, but there is more in that title than an advertising ring.

You like to sell Kodaks. We like to have you do it. It means a larger volume of turn-over and profit to us both.

We agree again in a dislike to the losing of business. But this is just what happens when you overlook the Brownie field. It is always true that the most successful dealers are those who have worked the Kodak and Brownie into that happy combination which makes steadily increased consumption of supplies year by year. Such dealers hold the Brownie at its true value—the *Forerunner*, not *Substitute*, for the Kodak.

Good sales of Brownies in the present are nothing short of insurance of good Kodak sales in future. Start every youngster you possibly can with a Brownie, it will eventually bring him up the line to the Kodak and of course you have him consuming film, paper and other materials in the years between Brownie and Kodak.

By all means sell Kodaks every time in preference to Brownies, but at the same time see to it that you are making proper use of your Brownies among the youngsters. If you feel that your Kodak sales are in a torpid condition, stimulate them by getting after the Brownie business among the young folks. Even a \$2.00 Brownie sale will help to lay the foundation for a Kodak

sale, as soon as the Brownie purchaser grows up to appreciate the points of Kodak superiority.

ROUNDS PRINT WASHER.

DOUBLE SIZE.

The Rounds Print Washer has proved itself to be one of the most economical and efficient washers on the market as the hypo is perfectly eliminated in twenty minutes.

We are now in a position to supply the Rounds Print Washer in a special large size for amateur finishers. This size will accommodate at least two hundred $3\frac{1}{4} \times 5\frac{1}{2}$ prints, or a corresponding larger number of smaller ones.

The price is twenty dollars net.

BLUEPRINT BROWNIE POSTCARDS.

DISCONTINUED.

Brownie users are experiencing such excellent results with the Velox Post Cards, that we do not deem it necessary to continue the Blue Print Brownie Post Card.

The regular size Blue print postcard (ferro prussiate), as listed, will be supplied the same as heretofore.

**"Not in stock
but we can
get it for you"
has lost many a sale.**

PROFITABLE FINISHING.

Right now is a splendid time to take advantage of a course in the Educational Department.

The Educational Department was organized a number of years ago for the sole purpose of assisting the dealer conducting a finishing department, in turning out first-class work by the most economical methods.

The Educational Department is at the service of any Kodak dealer, or accredited employees, and the course embraces thorough instruction in developing, printing, enlarging, and all the intermediate processes pertaining to photo finishing for the amateur.

Special stress is laid upon the turning out of work in quantities, and every facility is provided for the work.

The instruction in developing and printing is most thorough, both the theoretical and practical sides receiving full attention. By this means the finisher is not only able to produce the best possible results in every case, but is also able to overcome any difficulties he may encounter in his own work.

The instructors in the Educational Department are experts in their line, and all apparatus and materials necessary for the course are supplied free of charge.

The student may take all or any part of the course, as he may elect, and is welcome to remain as long as he desires.

We shall be very glad to enroll you or any of your employees, and would suggest that February and March are about the best two months in the year for taking the course.

BROWNIE



Children are born observers.

Picture taking cultivates this faculty and affords them endless amusement besides.

The Brownie is the camera for little folks or big. Simple to operate—thoroughly practical in results.

Price, \$1.00 to \$12.00

RICHARD ROE & CO.

Single Col. Cut No. 121 B.
Double Col. Cut No. 121 A.

Advertising cuts sent gratis, on request only.

EXHAUSTED TOWNS.

"Well, look here. I know three or four cases of parties who have come to me during the last year, wanting cameras. I took a lot of time and trouble to help them make their selections from the catalogue and offered to get the cameras for them, but they didn't order from me.

Later on I noticed they were buying film and then found out that they had bought their cameras in ——— (a big town nearby). I tell you I can't sell cameras, when people prefer to buy them out of town."

The above is the style of argument used just recently by a certain dealer to prove that his town was exhausted so far as selling cameras went. It is obvious that he is arguing in a circle and that if he had had the cameras in stock he would have landed the orders.

This dealer's trouble is due to lack of confidence in his business and in the town in which his business is located. He grows pessimistic because of this lack of confidence, forgetting that self-confidence within reasonable limits is one of the biggest assets in running a business.

The dealer who has exhausted his town has always been with us but we believe that his number is growing smaller and smaller.

Right in Ontario we had several customers who held the same opinion as the dealer referred to above, and by dint of hard work we proved conclusively that, in the worst cases, cameras could be sold in their towns. In town No. 1 camera sales for 1911 were four times those of 1910; 1912 camera sales six times

the 1910 figure. Town No. 2, 1911 camera sales one and a half times those of 1910; 1912 increased to five and a half times those of 1910. In town No. 3, 1911 camera sales showed an increase of two and a half times over 1910 figures; 1912 figures three and a half times.

These are only three towns out of a list of twenty or more where we set out to prove to the dealers that more cameras could be sold, the figures being maintained from year to year. These towns are by no means exceptional in any conditions; on the contrary, just average. There has been no considerable increase in population, in short there have been no startling developments to warrant such a large amount of new business except the development in methods used by the dealer in getting after business, and the biggest part of this method has been in carrying an adequate stock. Sales have not been lost to dealers in larger places because the goods were not in stock. The additional investment required to bring the dealers' stock up to requirements has been trifling and the figures prove how much more quickly the stock was turned over under new conditions.

Not only did camera sales increase but sales of other goods increased as well in splendid proportions and anyone can figure how much greater the consumption of film and other material will be in 1913 than in 1910 by taking into consideration the larger number of cameras now working in each town.

The dealer's confidence in his business and in his town has been restored and he knows that a fair stock, combined with a little hustling will mean increased camera sales.

In Speed Emulsion

Roll Film :

No. 0. F.P.K.—6 and 12 exposures

No. 1A. F.P.K.—6 and 12 exposures

No. 3A. F.P.K.—6 and 10 exposures

No. 4A. F.P.—6 exposures

Speed Film not supplied in double-two

Film Packs:

$3\frac{1}{4}$ x $4\frac{1}{4}$

$3\frac{1}{4}$ x $5\frac{1}{2}$

4 x 5

5 x 7

Above are the only sizes in which Film of the Speed Emulsion is marketed.

DEVELOPMENT IN TROPICAL CLIMATES.

The inexperienced amateur has at times experienced difficulty in developing films, plates and paper in tropical climates owing to high temperature, it frequently being difficult to obtain water for the developing and fixing solutions at a temperature lower than 85 degrees to 90 degrees Fahrenheit.

We have solved this problem to our entire satisfaction, and have issued a supplement to the Film Tank and Velox instruction books which gives the processes in full detail.

At this season of the year the tourist trend is southward, and it will be well for dealers catering to the tourist trade to have a supply of these supplements on hand.

The title of the Supplement is "Tropical Development of Eastman N. C. Kodak Film, Film Packs and Velox Paper."

Sent on request only.

How many please?

PLANNING WINDOWS THAT SELL.

The rental and fixed charges on your display windows are the same for the quieter months of February and March as for the busy times of June and December; consequently in these quiet months you must make them work just that much harder.

Have you ever stopped to consider that your display windows can be made to work just as hard for you as the best salesman behind your counter or that they could do just as much damage to your business as an ignorant and untidy salesman?

Originally the front windows of a store were placed there solely to illuminate the interior, but it was not long before some shrewd merchant discovered the fact that people stopped and looked into the window and he placed there selections of his wares to tempt them to enter.

Soon this became the general practice, and now it requires more than a miscellaneous display of goods to make the show window earn its cost.

The dirty and illy kept show window is now rarely to be seen, but a great many merchants have failed to fully realize the *selling power* of the window display.

A miscellaneous assortment of cameras and photographic supplies in your window informs those who are already photographers that you deal in such supplies. There are thousands of people as yet entirely unfamiliar with amateur photography. What does such a display mean to them?—nothing.

Supposing you approached a window filled with an assortment

THE UP-TO-DATE FINISHING DEPARTMENT.

**Best results the most
economical way.**

**Ask the Educational
Department.**

(See page 5.)

of thermometers and surgeons' supplies, in nine cases out of ten you would pass on. On the other hand suppose you saw a window tastefully arranged with but just one thermometer in it, and a display card calling attention to the fact that a clinical thermometer was infallible in detecting a coming illness. You would be interested—a *selling idea* was presented to you. You might not rush right in and purchase one, but if that evening when you reached home you found little Johnnie or Katie with a flushed face and hot forehead your mind would revert to that display and you would be in line for a sale.

Work this out with your own line. The finest, shiniest Kodak in your stock doesn't mean anything to a person who is ignorant of its possibilities, but this same Kodak, or the humble little dollar Brownie, at once assumes a different appearance if you tell the window gazer what it will do.

Give a clean cut message in your windows and make it impressive.

The advertising value of the window is lost unless the articles on display tell their own story, tell it quickly, and to the point.

The "Red Cross Messenger" remarks regarding the display window: "Show one article at a time, and tell your customers what that article will do for them.

Have good reasons why you offer an article to the public for sale no matter what the nature of the article is.

A dimly lighted window and dark sidewalks represent just so much waste advertising space.

"When a man or woman can walk away from your window display without remembering a single point of interest about it, the fault is with the display, rather than the observer's memory.

Scientific window dressers are to-day studying what they can *leave out* of a window instead of how much they can put in, and still carry their point in an impressive way, assisted by simplicity."

The Merchants' Record calls attention to the very common mistake in connection with show window displays which arise from the belief that the success of a window is measured by the number of people who stop to look at it. It is easy enough to draw a crowd. The purpose of a window display is to sell goods, and to make a sale the attention of the prospective customer must be centered upon the article to be sold. Window attractions do not necessarily create business, the show may monopolize all of the observer's attention and he will think of that and nothing else.

"Many window dressers are fond of displaying relics, for example, relics from the Civil War, and others. Other dressers subscribe to a series of illustrations of current events. Displays of this kind are undoubtedly interesting and they may draw a crowd. But crowds of this character are made up of boys or idlers who have more time than money. When a salesman is trying to sell goods he talks about the goods and not about the Panama Canal or some subject foreign to the thing which he is selling. So with the show window—the attention of the onlooker should be

directed to the goods on sale. The windows should be so arranged that people can catch the idea and get at the point clearly."



THE WOODMAT.

AN ARTISTIC NOVELTY IN MOUNTS.

Every amateur collection includes a number of specially prized negatives, prints from which demand something extra choice in mounting.

For this class of work, the new Woodmat meets perfectly every artistic and practical requirement. The Woodmat is a heavy mount of the "slip in" variety, the border affording the effect of a rich brown wood frame, the illustration here-with giving but a faint idea of its quality and beauty.

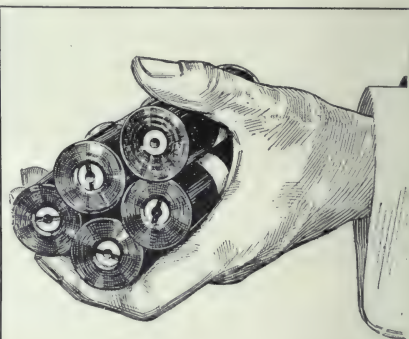
To use, the unmounted print is simply slipped in between the frame and the backing, and the lower edges pasted together, the upper edges being fastened in exact register at the factory.

The back of each mat is supplied with a suspension ring.

The Woodmats are made in all the standard amateur sizes, and need only proper display to find steady and continuous sale.

The Price

Woodmat No. 1 for prints $2\frac{1}{4} \times 3\frac{1}{4}$, Outside $4\frac{3}{8} \times 5\frac{3}{8}$, -	-\$.06
Woodmat No. 1A for prints $2\frac{1}{2} \times 4\frac{1}{4}$, Outside $4\frac{5}{8} \times 6\frac{3}{8}$, -	.07
Woodmat No. 3 for prints $3\frac{1}{4} \times 4\frac{1}{4}$, Outside $5\frac{1}{4} \times 6\frac{1}{2}$, -	.08
Woodmat No. 3A for prints $3\frac{1}{4} \times 5\frac{1}{2}$, Outside $6\frac{1}{4} \times 8\frac{3}{8}$, -	.09
Woodmat No. 4 for prints 4×5 , Outside $6\frac{3}{4} \times 7\frac{3}{4}$, -	.09
Woodmat No. 4A for prints $4\frac{1}{4} \times 6\frac{1}{2}$, Outside $7 \times 9\frac{1}{4}$, -	.11
Discount to the trade 25 per cent.	



*Bring us your
Films for
Development.*

We use the tank method, and our experience and expert equipment insure the best possible results. Every care taken and quality of the work guaranteed.

RICHARD ROE & CO.

Do You Push Them?

The little sundries that help amateurs to better results and swell the dealer's profits :

Autotime Scales

Kodak Photo Blotter Book

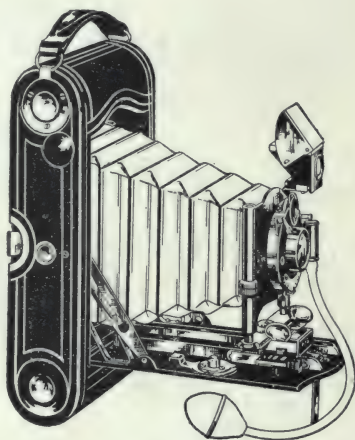
Thermometers (Eastman and
Stirring Rod)

Velox Water Colors

Developing Clips

Graduates.

Now is the time to get them in stock for
the heavy trade to come.



KODAK

Choose your subject, press the bulb
and—the Kodak does the rest.

The Kodak all - by - daylight way is
simplicity itself. No experience needed,
no limit to results.

*We carry a complete line of Kodak
and Brownie Cameras*

RICHARD ROE & COMPANY.

Canadian Kodak Co., Limited

Trade Circular.

"FOR YOUR INTERESTS AND OUR OWN"

Vol. IX, No. 11

TORONTO, CANADA

March, 1913

THE EYE OF THE STORE.

How many entrancing, alluring eyes are there in your town trying to beguile your share of the business away from you? There are the eyes of the jeweler's store, sparkling with gems and near gems, trinkets and baubles for purses large and small; the eyes of the milliner's shop, with advance ideas for spring; the many eyed department store, each orb presenting something to loosen the purse strings; the hatter, the baker and the purveyor of illuminating devices, all with the eyes of their establishments smiling an invitation to spend money within.

And the eyes of your establishment—are they equally alluring to the casual passerby?

Just March and April, and you are in full swing of spring business. Just these two months for constructive business building, for the influencing of the purchase of your goods as against those of your competitors in every other store in town.

Make the eyes of your store tell a convincing story, a story that will make the boy want a Brownie far

more than a baseball outfit or that set of story books; a story that will make father and mother feel that they just must have a Kodak to picture the kiddies during the coming summer.

Make your windows tell of the added pleasures the Kodak will bring to every summer outing. Make them appeal to the passerby from every possible angle.

Everybody is interested in pictures, employ them in your window displays whenever possible.

Use display cards, with a brief explanation of how easy it is to make pictures the Kodak way.

Local pictures are of especial interest, and the time it takes in making them is well spent.

Make special window displays, one showing the use of the Brownie Enlarging Camera, a flashlight window, showing the use of the Flash Sheets, and another the possibilities of the Kodak Portrait Attachment. There are endless combinations for these special selling displays, only make them simple, and endeavor to impress

but one selling idea for each window.

Change your displays often, and avoid the mixed displays of a bit of everything you have in stock.

Talk to your customers through your displays, just the same as if you had them inside the store.

If a customer came in and inquired if you sold Kodaks, you wouldn't reply "Yes, and also Brownies, tripods, plate holders, flash sheets, film tanks, hypo, pyro, graduates, printing frames, Velox, Solio and - -"

Start *selling* your customer before he enters your place.

PUSH THE TANKS.

That the better negatives your amateur customers are able to produce, the more business they will do with you admits of no argument.

That the best method for producing everything that the exposure can afford is tank development has also been demonstrated beyond controversy.

It is good sound business for you to push the sale of the developing tanks; nothing will arouse more enthusiasm in the breast of the amateur than a series of good snappy negatives. With good negatives to print from, the amateur is a possible customer for almost everything you carry in stock.

The amateur who does all his own work, and who, through your advice, is able to do it well, is just about the best advertisement you can have. He is a far better, and more enthusiastic customer than the one who confines his energies to the making of the exposures.

Push the sale of the tanks, as every tank sold helps the amateur to better results and makes him a booster for you.

3x5 $\frac{1}{4}$ FILM PACKS.

Some dealers are apparently under the impression that since the introduction of the new models 3 $\frac{1}{4}$ x5 $\frac{1}{2}$ Premo Cameras, and 3 $\frac{1}{4}$ x5 $\frac{1}{2}$ Film Packs, that we have discontinued the 3x5 $\frac{1}{4}$ Film Pack.

Such, however, is not the case, as there are thousands of the 3x5 $\frac{1}{4}$ Premos in use and in consequence there is a heavy demand for the 3x5 $\frac{1}{4}$ Film Pack.

REPAIRS.

This is an excellent time to look over your camera stock, and send in to us any in need of repairs.

Our Repair Department is, naturally, less busy at this season of the year, and will be in position to turn your work out promptly.

MAPLE LEAF TRAYS.

To our well-known Maple Leaf line of Trays we have added another size, 4x6, just right for 3A prints.

List price 25c., discount 40%.

Have them on hand:

"At Home with the Kodak,"

"The Velox Book,"

"Tank Development,"

"Bromide Enlarging with a Kodak,"

sent gratis on request.

LITTLE BLACK MARKS.

"Will you please show me the 3A Special Kodak?"

"Verry sorry, but we haven't one in stock; here is the catalogue giving a full description, though."

Painful pause and customer's enthusiasm drops to zero.

"Please let me have a dozen eight by ten Royal Bromide, as I want to make some enlargements this evening."

"We haven't Royal in 8 x 10, but I can give you Velvet."

The customer doesn't want Velvet, and his anticipated pleasure of the evening is dulled. Every time you say "we haven't got it" puts a little black mark against you in the customer's mental book of good performers.

True enough, you cannot carry everything in stock that every customer is apt to demand, but you can avoid the mistake that some dealers make in allowing your stock of staples to go below normal in the quieter months.

"Will you please fit an Autotime Scale to this Compound Shutter?"

"Why they don't make the Autotime Scale for Compound Shutters."

"Oh yes, they do, I saw it advertised last month."

If a customer has to post you on your own line, his valuation of your opinions or advice is bound to lessen, and you are the loser every time.

Such incidents do occasionally occur, not in your store of course, because you read the TRADE CIRCULAR, and keep yourself posted.

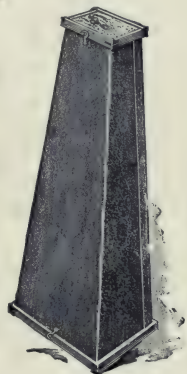
But it may occur, even in your store, if you fail to keep your em-

ployees equally well posted, as you cannot wait on everybody yourself.

A reputation for having the goods in stock, and for being posted up to the minute is one of the greatest assets of the retail dealer, frequently outweighing the advantages of superior location.

Have the goods in stock and read the TRADE CIRCULAR.

*Keep the
Fun Going—
Enlarge
your pictures
at home.*



Brownie Enlarging Camera

makes it just as easy
as taking the picture.
A simple, practical
device and gives most
excellent results by
daylight or gaslight.

RICHARD ROE & CO.

YOUR CREED ?

YOU have something to sell; there is somebody who needs it; connect that something with that somebody and there is a probability of a trade; and the world over, the experience of every man who has made a success in any line of business or trade proves beyond a doubt that advertising is the only medium which will bring a prospective buyer to the store, when everything else fails to get him there.

To quit advertising during the alleged off-season is about as bad as to stop feeding the horse because the present weather is unsuitable for using him.

PERIODICALS.

History tells us that Oliver Cromwell was a pretty hard case. He had a will of his own and strength to carry out his will, but poor old Oliver was not swept off by any of the more distinguished diseases, for he died of a tertian ague, which came upon him every three days and gradually wore him out.

Oliver Cromwell has not got much to do with photographic business, for if photography had been known in his day, we would have many a picture of the distinguished Lord Protector, even showing the wart on his nose, which he insisted should appear in any paintings that were made of him.

The point of contact is that Cromwell had to give up the ghost because of a fever that came upon him every third day, and there is many a photographic dealer, whose sales are dwindling, because he gets the benign fever of enthusiasm just periodically.

There is not much use in going after business just once in a while, for after relapse, it is harder than ever before to make a showing. Good steady pushing all the time is what makes for permanency and success. You cannot expect your customers to be interested in photographic work all the time if you, yourself, are interested just once in a while.

Good steady work in anything is better than splurges at intervals, few and far between. Have a good stock and so display the goods that your customers will always be interested in photographic work. Remember too that your mailing list can be used to advantage for pulling in new business.

The retailer who gets the best trade is the one who keeps going all the time and never has to go over the same ground twice, because he never allows himself to slide back.

LARGE DEVELOPING TANKS.

For some time now, we have been advocating the use of large tanks for the development of film by dealers, who go after finishing business. The tanks are illustrated and explained in a little booklet we supply on Amateur Finishing.

Originally we advocated the use of soapstone tanks with a capacity of 40 gallons of developer. A little later there was a demand from some of the trade for a smaller tank and we therefore announced in the May, 1912, TRADE CIRCULAR a tank made of cypress with a capacity of 10 gallons of Developer. For those who desire the cypress tank, it can be furnished in the larger size with a capacity of 40 gallons. We now announce a new stone-ware tank in both sizes.

Some of our dealers have found it extremely difficult to obtain the original soapstone tank, furthermore the transportation from the point of manufacture in the United States is very heavy and we are safe in saying that either the new stone-ware tank or the cypress tank will fill every requirement.

We don't handle these tanks ourselves in either stoneware or cypress, but in order to put our customers to the least possible trouble, we give below the names of parties from whom tanks of either style may be obtained, with prices, which have been quoted to us by the con-

cerns for announcement to our trade.

The German-American Stone-ware Works of 50 Church St., New York, will supply large sized tanks with a capacity of about 40 gallons of solution for about \$18.00 each and smaller tanks with a capacity of 10 gallons each at a price of \$9.50, f.o.b. their factory in each case. Cypress tanks may be had from Meyer Bros. of 110 Adelaide Street East, Toronto, at \$5.60 each for the tanks of 10 gallon capacity and \$8.00 each for tanks of 40 gallon capacity; in the case of the latter \$1.00 extra per tank when lined with asphaltum paint.

As said above, we don't handle these goods ourselves and correspondence should be directed to the concerns named, though in writing to them dealers will do well to mention our name, in order that they will know definitely just what is required.

If you wish to have the cypress tanks made locally, Blue Prints and directions, which can be easily understood, may be had from us for 50c. net, barely covering cost.

Now is the time to get fixed up for the rush months ahead, and they are not very far away at that.

CULTIVATING YOUR BUSINESS.

Thirty years ago there wasn't any amateur photographic trade to speak of, nor for that matter was there much professional trade.

Old-timers in selling photo goods cannot help but marvel when they look back on the development that has taken place in their times, for to-day there is hardly a town or

village worthy of the name, in any civilized country, where there is not a dealer in photo supplies.

The point we want to make is, that if a brief period of 30 years has seen this trade developed to its present conditions, he will be a very bold man who will say that even higher development is not possible.

Just as the present consumption has been built up through educational methods, an even greater consumption will be created by intensive cultivation.

Why, then, draw back from developing that department of your business which will respond most readily to your efforts? You say you don't draw back. A dealer may push forward in every other way, but if he fails to see that his customers get the most out of their exposures he draws back more than he advances.

Checking up on individual accounts for years and years has demonstrated to us that the dealer who makes good steady gains in the volume of his sales of Kodak material is the dealer who conducts a Finishing Department to take care of his customers' desire for good pictures.

Sound principles of business building demand that you should do all you can to insure your customer satisfaction from every purchase he makes of you. Did you ever think of the number of people who have been at some time interested in photography, but have quit, discouraged by poor results at the start? Did you ever figure that when you tell a customer you can't do this work for him that he finds someone who will, and that Someone is pretty sure to be a competitor of yours, who sells a fresh

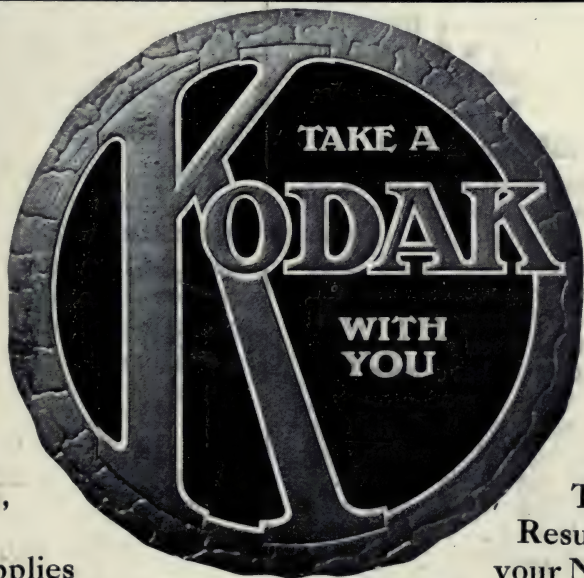
(Continued on page 8.)

*You press the button;
We do the rest*

We are equipped to finish your
films by the best methods and
print them on the best paper,
Velox, in the least possible time.

JOHN DOE & COMPANY

E



Kodaks,
Films
and Supplies

The Best
Results from
your Negatives

JOHN DOE & CO.

F

ORDER LANTERN SLIDES BY LETTER

spool of film for every one brought in to him to be finished?

Then consider the matter of immediate profits. With even a moderate volume of work and moderate prices, at that, profits on Amateur Finishing run from 50% upward in pure velvet—many a Kodak dealer pays the best part of his store rent from the profits of his Finishing Department. Looking at it from every angle, a good Finishing Department is the best method you can use for cultivating your Photographic Department, both for the present and for the future.

On page five we give the names of parties from whom large tanks for developing may be obtained and to dealers interested we shall be glad to send copies of the booklet on Amateur Finishing, which shows the most up-to-date methods for conducting a Finishing Department, being particularly helpful in the suggestions made about film development, which part of the work has debarred many a dealer from taking up this profitable side of the business.

BUSINESS IS GOOD.

This is the report that comes to us from nearly all sections of the Dominion, showing that business has been exceptionally good since the holidays, and we can say the same, for our January and February business has been the best two winter months we have ever had. This shows what a good crop will do in a business way, all of which is very encouraging and everything indicates that a fine year's business is ahead of us. Probably not over half of the crop is sold as yet; millions of bushels of grain are being held for better prices, but it will gradu-

ally be disposed of and the money for it will be put into circulation, and we will all get our fair share of it.

The winter is about over and spring is at hand. Are you ready for it? If not, why not right now map out a campaign of advertising and publicity, letting the people of your town know what you have to sell, and that you are ready to serve their wants? Don't forget that it is human nature to like to trade and do business with wide-awake people. Better get busy.

The BEST SELLER

IN PHOTOGRAPHIC
LITERATURE

“How to Make Good Pictures”

Second Edition

Sales of this book mean to you a double profit. First an immediate profit on the book itself, and then a better profit on your photographic business because it will help your customers to make better pictures.

PRICE,

**Paper Cover, 25 Cents.
Library Edition, \$1.00.**

Discount 33 ⅓ %

YOU Should Do Finishing

Because:

1. You owe it to yourself to get the most profit out of your business — and there is a good margin of velvet in finishing.
2. It is poor policy to let this work go to one who is your competitor and sells a fresh spool of film for nearly every one he gets to finish.
3. You owe it to your customers to see that they get the most out of the goods they buy of you.

DISPLAY BOXES FOR V.P.K.

Dealers are reminded that on orders for Vest Pocket Kodaks in lots of six or multiples of that number, the cameras will be sent in a neat box, blue color, with a hinged top so arranged that the instruments may be shown in the container, while on the lid are a contact print and a $3\frac{1}{4} \times 5\frac{1}{2}$ enlargement from a V.P.K. negative.

With its striking blue color, the container makes an excellent showing and should be borne in mind when you order Vest Pocket Kodaks.

Your Sales People

May know the lines you handle, but still they may overlook small items which sell readily and help to swell your profits by opening up new fields of work for your customers. Remind them of:

Portrait Attachments
Color Screens
Autotime Scales
Velox Water Colors
Tripods
Tanks
Flash Material

NOT A CORRESPONDENCE SCHOOL.

In the February Trade Circular we called attention to the advantages of a course in the Educational Department to all those engaged in amateur finishing.

We perhaps did not put sufficient stress upon the fact that the Educational Department affords personal instruction, and not by correspondence.

Please bear in mind that students desiring to take all or part of the course in this department must, of necessity, come to Rochester.

The course is well worth the trip, as thorough instruction is afforded in all that pertains to the turning out of the highest class amateur finishing by the most economical and up to date methods.

Instruction, and all materials used are supplied the student without charge.

PROFITS.

"Quick sales at a small profit" is a favorite maxim with price-cutters, the idea being that they make up what is lost in the cut by selling so much more goods. It makes a nice alluring sign but the general scheme of price cutting is to cut profits on a few leaders and to pile it on to other goods.

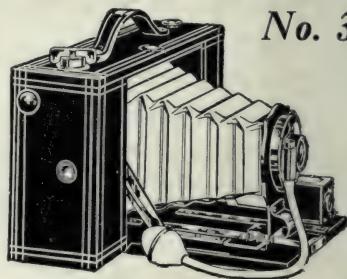
There is no price cutting on Kodak goods. Your percentage of profit is stable. How about quick sales? Figure up the net value of your stock, as it averages month by month, and divide that amount into your total purchases for a year. You will be astonished at the number of times you turn over your

investment. With Kodak goods, it is "Quick sales at a good healthy profit."

Please make your shipping directions definite; when directions are indefinite, we have to guess—and there are so many angles from which we may guess.

FOLDING BROWNIE

No. 3



One of the bigger, handsomer brothers of the original little dollar Brownie—made to meet the demand of bigger folks for a Brownie equipped with every essential for high-class amateur work.

Still simple enough though for a child to use with excellent results

Price, \$9.00

RICHARD ROE & CO.

“KODAK”

Is our REGISTERED and common law TRADE MARK and cannot be rightfully applied except to goods of our manufacture.

If a dealer tries to sell you a camera or films, or other goods not of our manufacture, under the Kodak name, you can be sure that he has an inferior article that he is trying to market on the Kodak reputation.

IF IT ISN'T AN EASTMAN,
IT ISN'T A KODAK.

CANADIAN KODAK CO., LIMITED
TORONTO

KODAK



Share the fun of the Outing with Others

The little scenes and incidents that interest and amuse you come home to delight friends and other members of the family.

*We carry a full line of Kodaks and
Brownie Cameras.*

RICHARD ROE & COMPANY

Canadian Kodak Co., Limited

Trade Circular.

"FOR YOUR INTERESTS AND OUR OWN"

Vol. IX, No. 12

TORONTO, CANADA

April, 1913

A Record-Breaking Kodak Year.

NINETEEN-THIRTEEN TO SHOW THE BIGGEST
BUSINESS YET ALL ALONG THE LINE.
NEW GOODS AND ADVERTISING
PLANS FOR THE YEAR.

There are some things which, where conditions are known, can be predicted with well nigh absolute certainty. And in all the history of Kodak, conditions were never more favorable, never indicated more clearly a large increase in the sale of Kodak goods, than they do for the year 1913.

When the Vest Pocket Kodak appeared last year, it so rounded out the Kodak line that it looked to be impossible to make the line more complete. The tremendous sales of the Vest Pocket Kodaks, together with the large increase on the other models, put such a strain upon the big Kodak factories that it seemed impossible to even under-

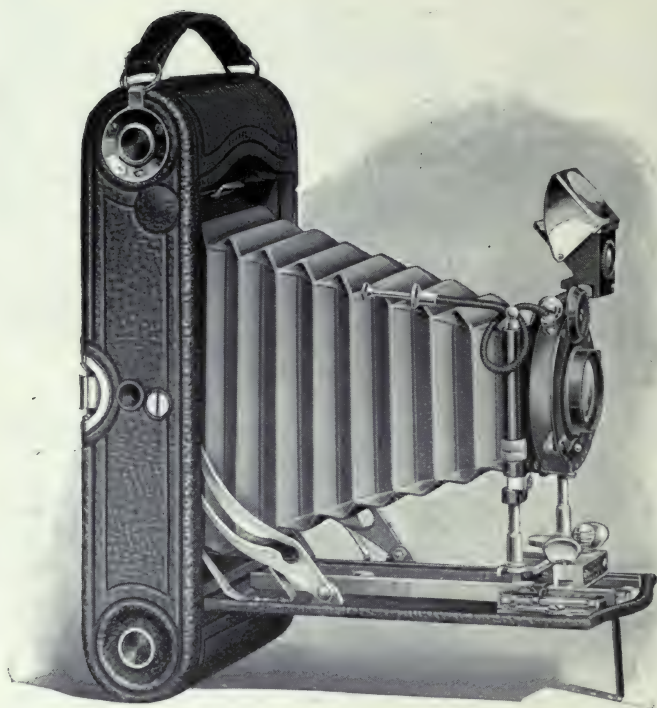
take the manufacture of any new models and keep up with the demand for existing styles.

However, in looking over the situation, we found one field in which there were possibilities of greater development.

In the Vest Pocket Kodak we offered a camera of the most general utility—compact, wonderfully simple, inexpensive.

This year we have considered more the requirements of the specialist, and those who wish the maximum of efficiency under all conditions.

This class of amateur photographers, men and women who are more serious and critical in their



Six-Three Kodak.

photographic work, is constantly growing, and in the last few years there has been a steadily increasing interest in and demand for anastigmat lens equipments.

It was these conditions which prompted the Special Kodaks, and the sales of Specials have grown every year since they were introduced. They are splendid cameras, well worth the price, but there are those who want the anastigmat advantages of speed, definition and flatness of field, who have felt that the Special Kodaks were beyond their purses.

Six-Three Kodaks.

To meet this condition we have designed the *Six-Three* Kodaks. Starting with the regular Kodak models, in the standard sizes, as a basis, we have simply replaced the R. R. lens and Ball Bearing shutter with the Compound shutter and a new anastigmat lens, called the Cooke-Kodak Anastigmat. This lens has been especially designed for this particular use by the makers of the well-known Cooke Anastigmat lenses. It is an anastigmat of the very first quality, fully corrected for definition and flatness of field,

and working at a speed of $f.6.3$. The shutter is the regular Compound, but operated with antinuous release instead of bulb and tube.

These cameras do not have the special covering and other features of the Specials, but are just like the regular models in every detail excepting lens and shutter equipments. We are able to offer these exceptionally capable cameras at the following prices:

Six-Three Kodak No. 1A, with Cooke Kodak Anastigmat lens $f.6.3$, and Compound Shutter...	\$38.00
Six-Three Kodak No. 3, equipped as above.....	40.00
Six-Three Kodak No. 3A, equipped as above.....	50.00

These cameras will not conflict with the sale of the Special Kodaks. Those who want the best in finish and equipment to be had, will still want the Specials. The point is that these models will mean the sale of more anastigmat equipments—the bringing of such equipped cameras within the convenient reach of many more people.

And there's good profit for you in such sales. Get your share of the Six-Three Kodak business. Place your order now. They will be ready shortly.

OTHER NEW GOODS.

THE KODIOPTICON.

Announced elsewhere in this issue, this Kodak lantern slide projection machine well deserves a place in the new Kodak catalogue. It offers the user all the Kodak simplicity and convenience for lantern slide projection, and will serve as a basis for lots of extra business for those dealers who push it. All your regular customers will be interested in

it and you should make it a point to see that your salespeople talk the machine to such customers and show them how very simple it is for them to show lantern slides from their own favorite negatives, by use of the Kodiopticon. And remember that the sale doesn't end with the machine, but every Kodiopticon paves the way for regular sales of Velox Lantern Slide Films, lantern slide plates and suitable chemicals.

VELOX LANTERN SLIDE FILMS.

They yield slides of the highest quality, are simpler to handle than plates, easier to mask, require no binding and are absolutely unbreakable—a most important advantage in a lantern slide. Impress these points on your customers.

KODAK AUTOTIME SCALE FOR COMPOUND SHUTTERS.

No need to dilate upon the merits of this convenient accessory. Its convenience and dependability for general amateur photography is so well known that it will be gladly welcomed by those having anastigmat lens equipped cameras. The scale is now offered for all sizes of Compound shutters as follows:

Style H,	$2\frac{1}{2} \times 4\frac{1}{4}$ and $3\frac{1}{4} \times 4\frac{1}{4}$,	\$1.50
Style HH,	$3\frac{3}{4} \times 5\frac{1}{2}$ and 4×5 ,	1.50
Style HHH,	$4\frac{1}{4} \times 6\frac{1}{2}$ and 5×7 ,	1.50

Discount to the trade 30%.

MISCELLANEOUS.

Among the more important minor changes and additions this year is the introduction of a new style card mount—the Ridgeway, in duplex form for either oval or square prints, a new size of Kodak Film Negative Album, $2\frac{1}{2} \times 4\frac{1}{4}$, and the additions of Vest Pocket Kodak size of card mount and Velox paper.

ADVANCE IN LEATHER CARRYING CASES.

The price of leather has been steadily advancing; in the last few years it has practically doubled. Indications are that prices will go even higher. All Kodak carrying cases are made of sole leather, and at the present prices we find that we are getting for our cases practically cost, some even showing a loss on every sale. Under these circumstances, if we are to furnish genuine leather cases, it becomes necessary to advance the list prices somewhat. This we have done in the 1913 catalogue. Discounts to the trade remain the same.

DISCONTINUED.

As the seasons pass, it becomes advisable from time to time to discontinue certain goods which have served their purpose or whose usefulness has been supplanted by other goods. This year we announce the discontinuance of the No. 2 Flexo Kodak and the No. 4A Speed Kodak.

ADVERTISING.

Nineteen-thirteen is to be a record-breaking Kodak year, for not only is the Kodak line itself even more complete than ever, but Kodak advertising is to be bigger and better.

The new Kodak catalogue will be coming from the press in a few days, when advance copy will be mailed you, after which we will begin our annual distribution. In this we will follow our usual plan, shipping to the most distant points first, and shipping just as fast as we possibly can, so as to get the new catalogue into the stores of all dealers just as soon as possible.

A little later we shall have for you an exceptionally attractive line of store and window signs, and then will come the Brownie Book and the Kodak and Premo Summer Books.

The first of the street car signs appears in this issue—others will be announced later.

The 1913 Cut Sheet will be put into shape, and it will illustrate many new subjects showing the universal use of the Kodak. A copy will be sent you just as soon as it is completed and we will be glad indeed to furnish as many such cuts to you gratis as you will use.

This matter is all prepared directly for you. The catalogues and signs will be sent to all dealers. Booklets, car signs, cuts, and the like, are sent on order only. It costs you nothing. Even the transportation is paid. Be sure that you make good use of it, for it is carefully prepared with the idea of forming the connecting link between the great volume of our general publicity and the dealer's store. And our general publicity this year will be worth while connecting up with.

We are using a very large list of the monthly and weekly magazines.

Our advertising in these periodicals follows two general ideas. The inside space, mostly pages, is devoted to the advertising of some specific Kodak or Kodak convenience, as for instance, the Vest Pocket, 3A, Special Kodaks, Kodak Film, the Kodak Film Tank, and so on.

Then we have contracted for a large number of back covers on the best of the magazines, and this space is used to create a universal interest in, and desire for, Kodakery itself. It is general advertising. It sug-

gests the pleasures and conveniences and universal applicability of amateur photography itself, and when the reader begins to feel the desire for photography, the inside space tells him about specific models.

Many of the window signs which we will have are taken from the same subjects as our back covers. This makes a strong connecting link, and your local newspaper advertising and your stock will suggest the particular model.

With the beginning of Spring the population of Canada begins a great emigration to the outdoors and throughout the summer months all the people will be out-of-doors just as much as they can.

The Kodak advertising for years has suggested the Kodak as inseparable from outdoor life. "All outdoors invites your Kodak," "Every good time is a good time to Kodak," and similar phrases, have found a ready appreciation and ready response from lovers of the open. Every year makes the cumulative effect of this advertising more far-reaching, more convincing.

You can help in reaping the great harvest this year.

The season is on, the field is ripe. Get your share.

Lack of competition is no excuse for lack of advertising. One may have the only store of its class in town, the mercury of local competition may be frozen out of sight in the business barometer, but every mail brings in the announcements of houses, which, with the express as an accomplice, permeate the trade atmosphere of the town.



Photography with The Premo Film Pack

It offers a choice of the smallest, lightest cameras made for every amateur size.

It means unusual convenience of loading and operating.

It offers the certainty of tank development and combines the convenience of films with the advantage of ground glass focusing.

It means good pictures.

Let us demonstrate this remarkably simple system to you and show you our line of Premo cameras.

JOHN DOE & CO.
1234 Premo Street

Cut No. 342K

Display cuts for
advertising,
gratis, on
request.

FRENCH EDITION.**"HOW TO MAKE GOOD PICTURES."**

We are now ready to supply an edition of this valuable booklet in the French language. It has been prepared especially for the people of Quebec, but of course there are other parts of Canada where there are French settlements and there the French edition will be useful.

Price same as on English edition—25 cents less 33 1-3%.

KODAK CHEMICAL OUTFIT.

Here is a chemical outfit that will meet with the approval of every amateur, as it contains practically everything he needs, with the exception of hypo,—just the thing to include in a vacation outfit.

The combination outfit includes:

- 1 tube Eastman Special Developer
- 1 tube Eastman Intensifier
- 1 tube Eastman Reducer
- 1 tube Eastman M. Q. Developer
- 1 tube Velox Re-Developer

This combination outfit will sell readily to many amateurs, who have usually purchased in single tubes.

Display these outfits prominently and call your amateur customers' attention to them, and you will find a more than ready market.

THE PRICE.

Kodak Chemical Outfit..... \$.30
Discount to the trade..... 33 1-3%

THE NEW CAR SIGNS.

There is no better evidence that street car advertising pays than the continued use of street car cards by the same dealers year after year.

The new car signs are ready and they are most attractive:—two Kodak cards and one Premo.

We are repeating the No. 445, one of the most popular car signs we ever issued.

All the cards are in full colors, and are bound to attract attention, the illustrations accompanying will afford you an idea, but black and white only cannot do them justice.

For the benefit of those who have not heretofore made use of our car sign service we append the conditions upon which the signs are furnished.

It is obvious that no two dealers in the same town would care to use the same cards.

In filling orders for street car cards, we shall, therefore, give preference to the first dealer who applies from each city but will not furnish him with more than one style of card until we are satisfied that the other dealers in his town are not interested. When there is only one dealer in the city who uses the cards, he can run the full line.

The cards are standard size, 11 x 21 inches, and will be furnished for street car use only. They are too expensive and too perishable for fence tacking or similar purposes.

In ordering please state quantity of cards needed, and indicate by number the style wanted.

**A good combination
for more business—
advertise, and have
the goods in stock.**

**Good Window Dis-
plays are worth while.**

Actual Size
of Camera
and Picture



Just a trifle larger than the
picture it takes.

Premoette Jr.

See this splendid little Camera
and the other new Premos and
Kodaks at our store.

John Doe & Co.
1234 Premo St.

Car Sign No. 442.

*As small as your note book
and tells the story better*



Vest Pocket Kodak



Exact Size

We have all the New Goods from the Kodak City

RICHARD ROE & CO.

1001 Tripod Avenue

Car Sign No. 443



Spring Time—Kodak Time

Take a
KODAK
with you

Everything for Kodakery
at our store and prompt
developing and printing.

RICHARD ROE & CO.,
1001 TRIPOD AVE.

Car Sign No. 445

The Big Show.

Toronto: May 5th to 10th inclusive—Massey Hall.

Montreal: May 13th to 17th inclusive—Arena.

In Trade Circular for October, 1912, we referred to the Big Kodak EXHIBITION which started to tour the Eastern section of the U.S. in September of that year. Dealers will recall that we illustrated the car in which the show travelled.

By arrangement with the Eastman Kodak Co., this EXHIBITION will be held in Toronto and Montreal on the days and in the Halls shown above.

While the EXHIBITION is most accessible to the dealers in those cities, it goes without saying that dealers in smaller towns will be amply repaid for paying it a visit.

Here a short description of the show will be in order:

There will be screens of Kodak pictures drawn from all quarters of the world, but more especially from Canada and U. S., all tastily mounted and so arranged as to produce the most striking and harmonious effects. There has never been a collection of pictures which better illustrates amateur photographic work in every sense than the collection used in this EXHIBITION.

As in the past, a prominent feature will be lectures delivered by one who is a master of the subject and a first-class speaker. Dr. Stuchell has travelled widely and makes friends with his audience right at the start. He is particularly interested in amateur photography

and has spared himself no pains in preparing lectures that are bound to help even the novice to a larger and better conception of photographic possibilities.

MOTION PICTURES.

In the former Kodak EXHIBITION motion pictures were used to fill in. The pictures were made on Kodak Film, hence their appropriateness in a Kodak EXHIBITION. With the present show the motion pictures play an important part and tell a very pertinent story. There are two clever motion picture comedies, in one the Kodak is the hero and in the other the Brownie. They are first of all entertaining but they do not fail to point out the moral of Kodak simplicity. The advertising point is in them.

NOT TOO TECHNICAL.

One reason for the success of the Kodak system is that the amateur may do as little or as much as he likes. He may simply press the button or he may dig deep into the secrets of the dark room or stop at any half-way point he chooses. This EXHIBITION is run on the same plan. People may come to see the pictures, may take in the lectures and motion pictures, if they please, and if interested can get a fund of information on development and on Velox printing, as well as have

full explanations given of all the various cameras made by us. A lens expert will be on hand for the benefit of those who wish to learn the advantage of the Anastigmat lens. Nothing, however, will be forced upon the visitor. The whole aim will be to make everyone at-

tending enjoy the proceedings. No attempt will be made to sell goods in connection with this show. We shall leave the selling to you.

Several large cities of Western Canada will also be visited, but at the present time the schedule is not ready.

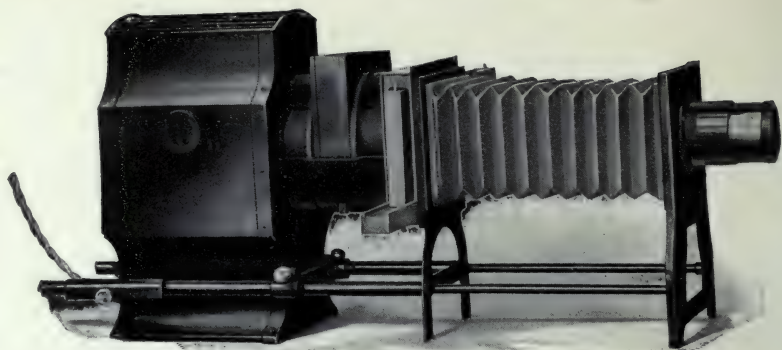
The Right Idea.

A progressive dealer writes on Amateur Finishing:

“One of our objects in having this work done under our own supervision was, that in the case of poor negatives, we could get a report as to cause of failure and our salesmen would thus be enabled to explain defects in negatives more fully to our customers.

We realize that amateurs cannot be very enthusiastic, nor can they be good customers for photographic material unless they are getting good results”.

He says nothing about the profit in Amateur Finishing, but he realizes that also.



THE KODIOPTICON

LANTERN SLIDE-MAKING AND PROJECTION THE KODAK WAY.

One of the greatest delights of the amateur photographer is the viewing of his work in the form of lantern slides, crisp and brilliant on the screen.

This feature of amateur photography has been denied the great majority of amateurs owing to the lack of a projection apparatus, adapted for home use, at a reasonable price.

There has always been a Kodak way of solving the amateur's problems and we have solved this one most effectively, going even further than the projection apparatus itself.

THE KODIOPTICON. This is the name with which we have christened the Kodak lantern slide projecting machine.

The Kodiopticon is light, compact, handsome in design, and everything that the amateur could wish for for use in the home.

The above illustration shows the Kodiopticon set up for use with the Mazda incandescent electric lamp, which may be connected with the

regulation house socket, by means of a cord and plug.

For those who desire a higher powered lamp than the Mazda, we can supply a Hand Feed Arc Lamp and Rheostat.

The instrument is equipped with first quality projection lens, condensing lenses, and water cell, and the lamp house needs no re-arrangement to accommodate either type of electric lamp.

All metal parts are handsomely finished in black enamel, the set screws and lens barrel being full nickel.

The Kodiopticon comes packed in a substantial carrying case, which may be used as a support for the instrument when in use.

The entire outfit, including the carrying case, weighs but twenty pounds, making it exceedingly easy to transport. The slide carrier takes the standard American size slide, $3\frac{1}{4} \times 4$ inches.

With the Mazda lamp, the throw is about ten feet, affording a thirty-six inch image; with the Arc lamp the distance may be increased, so as to afford about a forty-two inch image.

The Kodiopticon can, of course, be used as an enlarging camera, with all negatives up to the size of the slide carrier, $3\frac{1}{4} \times 4$ inches, and in almost all cases $3\frac{1}{4} \times 4\frac{1}{4}$ negatives may be trimmed without damage to the picture to $3\frac{1}{4} \times 4$ inches.



VELOX LANTERN SLIDE FILMS.

Velox Lantern Slide Films mark another real step forward in the Kodak plan of simplification.

Velox Lantern Slide Films *work like Velox and are unbreakable.*

The same exposure, development and printing light as for Velox.

Lantern slides by contact may now be as readily made as Velox prints, or the slide may be made by projection, if preferred. After the slide is made it is to be mounted in the Velox Lantern Slide Frame; the frame is composed of two sections of tough card board, with standard opening, the slide is masked in the usual manner, and then glued in between the two sections; this new mat does away with binding the edges, and affords an absolutely unbreakable slide.

The Kodiopticon, and the Velox Lantern Slide Films and mats will be extensively advertised in the photographic magazines, and shown and demonstrated at the Kodak Exhibition.

The amateurs have long been waiting for these new and good things, and a large sale is assured.

Show the Kodiopticon to your customers, and the new and simpler way of making slides—there is money in it for you.

THE PRICE.

Kodiopticon, complete with Mazda Lamp	\$25.00
Do., with Hand Feed Arc Lamp and 5 ampere Rheostat, accommodating 110 volts	40.00
Do., with Hand Feed Arc Lamp and 5 ampere Rheostat, accommodating 220 volts	42.00
Discount to the trade $33\frac{1}{3}\%$	
Mazda Lamp Carrier, including cord and socket	6.00
Do., with Mazda Lamp	8.00
100 Watt Mazda (Tungsten) Lamp, Concentrated Filament	3.50
5 Ampere Arc Lamp and Support	12.00
5 Ampere Rheostat, 110 volts	6.00
Do., 220 volts	8.00
Cored Carbons, $\frac{5}{8} \times 6$ ", per doz	.72
Do., $\frac{1}{4} \times 6$ ", per doz	.60
Velox Lantern Slide Frames, per doz	.25
Velox Lantern Slide Mats, $2\frac{7}{8} \times 3\frac{5}{8}$ ", per 2 doz	.05
Discount to the trade 25%	
Velox Lantern Slide Films, $2\frac{3}{4} \times 3\frac{1}{4}$ ", per doz	.30
Discount to the trade 25 & 10%	
Lantern Slide Film Varnish, 4 oz. bottle	.25
Discount to the trade $33\frac{1}{3}\%$	

Lay the foundation of future Kodak sales in present Brownie sales.

"IS YOUR KODAK READY?",

The hanger enclosed with this copy of the "Trade Circular" should be hung in a conspicuous place—hang it in the window—behind the counter or elsewhere, where it will do the most good. It's for "your interest and our own," and we can handle repair work quicker now than we can later.



A simple camera for the little folks.

The Dollar Brownie

Makes $2\frac{1}{4} \times 2\frac{1}{4}$ pictures, using daylight Kodak cartridges. Has a good little lens and a rotary shutter for snapshots or time exposures.

BIGGER BROWNIES
From \$2.00 to \$12.00.

*We have all the new goods
from the Kodak Factory.*

RICHARD ROE & CO.

Single Col. Cut No. 153B.
Double Col. Cut No. 154A.

**LARGE DEVELOPING
TANKS.****WIRE HANGERS.**

There are three sizes of large developing tanks each requiring a special size of wire hanger. For the tank with top measurements of 8 x 8 inches, a hanger $6\frac{1}{2}$ inches long is needed, for tanks measuring, at top, 10 x 20 and 12 x 20 inches, hangers $9\frac{1}{2}$ and $11\frac{1}{2}$ inches respectively are required.

Price of each Size 20 cents.
Discount 25%.

CORRECTION.

The article in March "Trade Circular" was so worded as to lead one to believe that blueprint and plans for each size of tank therein mentioned could be obtained, but this was an error. Detailed specifications on a blueprint may be had for the 8 x 8 inch cypress tank from which the proportions for tanks of any size may readily be figured. It is for this reason that we have not prepared detailed information about the other sizes, combined with the fact that the 8 x 8 inch tank is acceptable to most dealers.

The above applies only in cases where dealers wish to have tanks made locally. The concerns, whose names we gave—Meyer Bros., 110 Adelaide St. E., Toronto, for cypress tanks, and German-American Stone Ware Works, 60 Church St., New York City, for stone tanks—will fill orders by reference to size alone, without requiring the purchaser to supply plans.

Formula for each size of tank may be had from us free of charge.

(Reprint from E. K. Co.'s Trade Circular.)

\$3,000.00 Cash Prizes

1913 Kodak

Advertising Contest

Owing to a pressure of other matters we did not hold an advertising contest last year.

This year, however, we are again in the field with an augmented prize list amounting in all to \$3,000 in cash.

The Grand Prize Class, first featured in our 1911 Contest, met with so much favor that we have incorporated it in this year's contest, and in addition to the first prize of five hundred dollars, we are also offering a second prize of four hundred dollars, which certainly should stimulate the interest in this class.

In addition to the Grand Prize Class there is a class for professional photographers only, and a class for amateurs, with five awards in each class.

Each contest has produced a higher quality of pictures, and has also evidenced a clearer understanding of our needs, and we have every reason to believe that the 1913 contest will lead them all.

The Kodak Advertising Contests are not for the purpose of securing sample prints. They are for the purpose of securing illustrations to be used in our magazine advertising, for street car cards, for booklet covers and the like.

We prefer photographs to paintings, not only because they are more real, but also because it seems par-

ticularly fit that photographs should be used in preference to drawings in advertising the photographic business. The successful pictures are those that suggest the pleasures that are to be derived from the use of the Kodak, or the simplicity of the Kodak system of photography—pictures around which the advertising man can write a simple and convincing story. Of course the subject is an old one—therefore the more value in the picture that tells the old story a new way. Originality, simplicity, interest, beauty—and with these good technique—are all qualities that appeal to the judges.

In addition to the prize pictures we often purchase several of the less successful pictures for future use in our advertising. So it will be seen that in reality our prize money is even bigger than we advertise.

There is a big future for the camera in the illustrative field. There's a growing use of photographs in magazine and book illustrations, to say nothing of the rapid advance along the same lines in advertising work. There's a constant demand for pictures that are full of human interest. Such are the pictures that we need. The Kodak Advertising Contests offer an opportunity for your entry into this growing field of photographic work.

TERMS.

1. Each picture is to contain a figure or figures and is to be suitable for use as an illustration in advertising the Kodak or Kodak system of amateur photography.

2. Each print in the Grand Prize Class and Class "A" must be from a negative 5x7 or larger. Each print in Class "B" must be from a negative 4x5 or 3¼x5½ or larger.

3. PRINTS ONLY are to be sent for competition—not negatives.

4. Prints must be mounted but not framed. (Mounts should show about one inch margin.)

5. No competitor will be awarded more than one prize. (This does not prevent a competitor from entering as many pictures as he may desire.)

6. Due and reasonable care will be taken of all non-winning prints and, barring loss or accident, they will be returned to their owners at our expense, but we assume no responsibility of loss or damage.

7. The negatives from which all prize winning prints are made are to become the property of the Eastman Kodak Company, and are to be received by it in good order before payment of prize money is made.

8. Contestants who are awarded prizes must also furnish to us the written consent of the subject (in case of a minor, the written consent of a parent or guardian) to the use of the picture in such manner as we see fit in our advertising, as per the following form:

For value received, I hereby consent that the pictures taken of me by.....
.....proofs of which are hereto attached,
or any reproduction of the same, may be used by
the Eastman Kodak Company or any of its associate
companies for the purpose of illustration,
advertising or publication in any manner.

[Use This Form for a Minor]

I hereby affirm that I am the Parent
Guardian of.....
.....and for
value received, I hereby consent that the pictures
taken of her by.....
.....proofs of which are hereto attached, or any repro-
duction of the same, may be used by the Eastman
Kodak Company or any of its associate companies

for the purpose of illustration, advertising or
publication in any manner.

NOTE, Blank forms will be furnished on application.

*9. All entries should be addressed to

EASTMAN KODAK CO.,

Advertising Department,

ROCHESTER, N.Y.

10. In sending pictures, mark the package plainly, "Kodak Advertising Contest," and in the lower left hand corner write your own name and address. Then write us a letter as follows:

I am sending you to-day by Mail, Express, charges
prepaid.....prints.
Please enter in your Kodak Advertising Compe-
tition. Class.....
Yours truly,
Name.....
Address.....

*Entries from Canada should be sent to the
Canadian Kodak Co., Ltd., Toronto, Canada.

11. The name and address of the competitor must be legibly written on a paper and enclosed in a sealed envelope in the same package in which the prints are forwarded. There is to be no writing on prints or mounts.

12. We will promptly acknowledge the receipt of pictures, and when awards are made, will send each competitor a list of prize winners.

13. Recognized professional photographers, including commercial and newspaper photographers, in short all persons depending upon the use of a camera for a livelihood, will compete in Class "A." Class "B" is open to amateurs only.

14. This contest will close November 1st, 1913, at Rochester, N.Y., and October 20th, at Toronto, Canada.

THE PRIZES.

Grand Prize { First - \$500 } Total,
Class, { Second 400 } \$900.00

Open only to professional photographers who have
won prizes in Professional class in previous
Kodak Advertising Contests.

Negatives, 5 x 7 or larger.

CLASS A.

Professional Photographers only*

Negatives, 5 x 7 or larger.

First Prize,	\$ 500.00
Second Prize,	400.00
Third Prize,	250.00
Fourth Prize,	150.00
Fifth Prize,	100.00
	<hr/>
	\$1,400.00

CLASS B.

Amateurs only.

Negatives, 4 x 5, or 3 1/4 x 5 1/2 or larger.

First Prize,	\$300.00
Second Prize,	200.00
Third Prize,	100.00
Fourth Prize,	50.00
Fifth Prize,	50.00
	<hr/>
	\$700.00

*Winners in 1907, and in Class A, 1908, 1909, 1910 and 1911 are not eligible.
Note also paragraph 13.

SUGGESTIONS.

First of all it should be remembered that these prizes are not offered for the sake of obtaining sample prints or negatives made with our goods. *Merely pretty pictures, merely artistic pictures will not be considered.* The pictures must in some way connect up with the Kodak idea—must show the pleasure that is to be derived from picture taking, or the simplicity of the Kodak system, or suggest the excellence of Kodak goods, by *illustration* of some one of the many points in their favor.

The jury will be instructed to award the prizes to those contestants whose pictures, all things considered, are best adapted to use in Kodak (or Brownie Camera) advertising.

As reproductions of the pictures will often be in small sizes, too much detail should not be introduced.

Pictures for reproduction should be snappy—vigorous, for they lose much by the half-tone process.

Where apparatus is introduced, it must be up-to-date. If you haven't the goods, you can borrow.

It is highly probable that we shall want to secure some negatives aside from the prize winners. In such cases special arrangements will be made.

THE JUDGES.

The jury of award will consist of photographers and of advertising men who are fully competent to pass upon the work submitted. Full attention will be paid therefore to the artistic and technical merit of the work as well as to its strength from an advertising standpoint. Announcement of the names of the judges will be made later.

EASTMAN KODAK CO.,
ROCHESTER, N.Y.

THE WRATTEN SAFE LIGHT LAMP FOR ENLARGING.

Quite a number of amateur finishers are making use of the handy little Brownie Enlarging Cameras.

In this connection the Wratten Safe Light Lamp can be used to excellent advantage as an illuminant by placing the enlarging camera in contact with the opal glass of the lamp, and using a 100 Watt lamp.

Start the Beginner
right.

Sell him a copy of

"How to Make Good Pictures"

the book that is a
real help to the
amateur.

English and
French editions.

KODAK



*Fun in store
for every holiday
when you*

KODAK

Anyone can take pictures with a Kodak. No experience needed. Let us show you how simple it is the Kodak all by daylight way.

Kodaks, \$5.00 and upwards.

RICHARD ROE & CO.

Canadian Kodak Co., Limited

Trade Circular.

"FOR YOUR INTERESTS AND OUR OWN"

Vol. X, No. 1

TORONTO, CANADA

May, 1913

Important Premo News.

RADICAL CHANGES AND ADDITIONS TO HELP BOOM THE PREMO BUSINESS FOR 1913

As we stated in last month's Trade Circular 1913 is to be a record breaker all along the line. The conditions which point to a big increase in Kodak business, point no less strongly to a similar increase in Premo sales. Last year Kodak set a tremendous pace and the Premo clung tightly to its heels down to the last moment, and has already started this year with a rush, the sales for the first three months greatly exceeding those for any corresponding three months in previous years.

The fact is, as we have pointed out before, that an increase in sales on the one line carries with it a corresponding increase on the other. The more the people are interested in photography, the more Kodaks are sold, and, of course, in their proportion, the more Premos, for

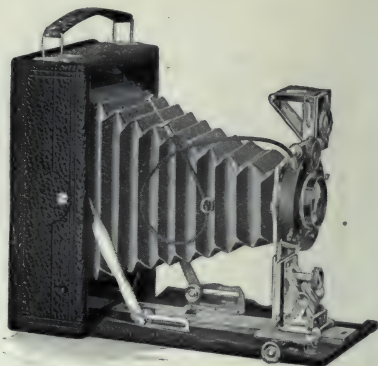
there is and always will be a certain proportion of the public who will select the film pack or plates in preference to the roll film system. And while the Kodak users will always be in the majority, the interest in photography is so universal and is growing so fast that the proportion of those who use Premos is so large in the aggregate as to mean a tremendous business and to make it well worth the while of every Kodak dealer to feature this line at the same time that he features Kodaks and to push this line along with Kodaks.

In a word, the Kodak dealer is in a position to take care of any photographic requirement, carrying as he does the two great lines, which are supreme in the three different methods of amateur photography—Roll Film, Film Pack, Plates.

NEW PREMOS.

What the Vest Pocket Kodak was to the Kodak line last year, the Premoette Jr. was to the Premo. The demand for these little cameras was so large, so much greater than even our anticipations, that we ran behind on deliveries throughout the summer. We were forced to shut down on our advertising of them, or we would have been absolutely swamped. This year we are ready. We have accumulated stock through the winter months, they are going to be advertised thoroughly, and it's up to the dealers to have them in stock, display them in their windows, and watch them move.

Premoette Jr. No. 1A. The remarkable success of the Premoette Jr. No. 1 naturally suggested a Premoette Jr. No. 1A for making $2\frac{1}{2} \times 4\frac{1}{4}$ pictures, one of the most popular sizes of all, as you know. So we are offering this year the Premoette Jr. No. 1A, made upon exactly the same idea as the No. 1, light, compact, inexpensive, just a trifle larger than the picture it takes. A really beautiful little camera, which lists at \$8.00 with meniscus lens; \$10.00 with Planatograph lens. The shutter is the Kodak Ball Bearing, and it has collapsible reversible instead of direct view finder. Considering the price, the popular size of its pictures, and its quality and appearance, this camera should have a phenomenal sale. It will be ready for delivery shortly. The first factory order is a large one, but to be sure of getting them, send your order in now, for it very possibly may be necessary for us to fill orders in the order of their receipt.



SIX-THREE PREMO.

Six-Three Premos. The Six-Three Premos are based upon the same idea as are the Six-Three Kodaks—the proposition of furnishing those who want the anastigmat advantage at the minimum of expense, with fully equipped and reliable cameras.

These Premos are identical with the regular models in every respect excepting that the regular lens and shutter is replaced by the Cooke Kodak Anastigmat lens and Compound shutter with Antinous release. They comprise the following models:

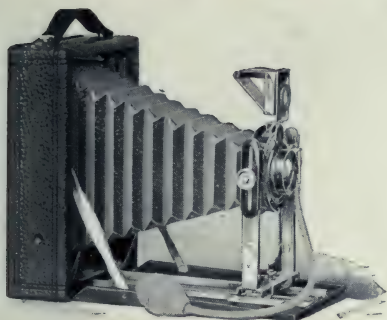
Six-Three Premoette Jr. No. 1A..	\$35.00
Six-Three Filmplate Premo, $3\frac{1}{4} \times 4\frac{1}{4}$	42.00
Six-Three Premo, 3A or 4×5	50.00
Six-Three Premo No. 9, 3A or 4×5	53.00

Ready for delivery at an early date.

PREMOS NOS. 8, 9 AND 10.

While the great bulk of amateur pictures to-day are made with film cameras, still there are very many amateurs who choose the plate camera for its ground glass focusing or other features.

In the plate camera field Premos have always been preeminent from



PREMO No. 8.

the very beginning of amateur photography. The line of Pony Premos has been the standard plate camera for upwards of twenty years, in which time many improved and new models of Ponys have been added.

This year we have decided upon a great change. We have designed three new models of plate cameras, which cover the field completely, catering to the requirements and the purse of anyone.

Instead of adding improvements to existing models, we have discontinued the Pony Premo line entirely, replacing them with these three new models, in which are incorporated every improvement, every patented Premo feature and all the knowledge of the needs of the amateur, developed in the years of experience in making Premos.

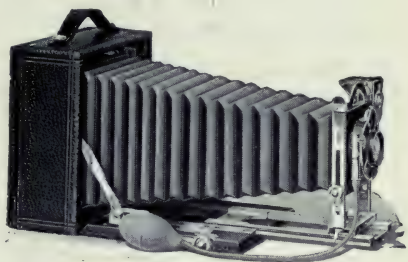
These cameras are made more compact than the ordinary plate camera, they have black in place of red bellows, and metal fittings in many places where wood was formerly used. They will certainly appeal to anyone who wants a plate camera, and such a customer should always be impressed with the desirability of using films in these cameras in connection with

ground glass focusing. Every customer for a Premo plate camera should also be sold a film pack adapter.

The Premo No. 8 is designed for those who want a convenient, dependable plate camera at a moderate price. It has rising and falling front, metal standard, collapsible finder, Planatograph lens and Kodak Ball Bearing shutter, an equipment that will sell it on sight at the price.

PRICES

4 x 5.....	\$12.00
3¼ x 5½.....	14.00
5 x 7.....	18.00



PREMO No. 9

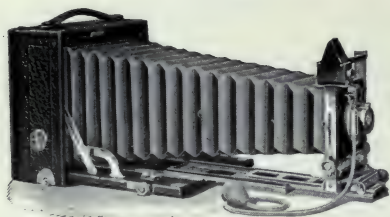
The Premo No. 9 will appeal to those who want a plate camera of broad scope. It has swing bed, rising and falling front, reversible back and sufficient bellows capacity to accommodate the single combination of the lens.

This is an exceptionally capable, well finished camera in its particular field and should prove one of the best, if not the very best, selling plate camera ever offered.

PRICES

4 x 5.....	\$28.00
3¼ x 5½.....	28.00
5 x 7.....	33.00

Will be ready shortly.



PREMO No. 10.

The Premo No. 10 is very similar in scope and equipment to the old Pony Premo No. 7, than which a more complete, broader scope camera had never been made. It is the camera to sell to those who insist upon the best.

Made in 5 x 7 size only...Price, \$60.00
Ready for delivery shortly.

OTHER CHANGES.

Price Reductions. The Filmplate Premo has proved so popular and is selling in such quantities, that we find it possible to reduce the list on all sizes. It is therefore listed in the 1913 catalogue as follows:

3¼ x 4¼.....	\$22.50
3A and 4 x 5.....	25.00
5 x 7.....	30.00

The Premoette Jr. No. 1 with Planatograph lens is now listed at \$7.00 instead of \$7.50, as formerly.

These prices make more attractive propositions of these cameras than ever. Take advantage of them.

Advance in Price. The same conditions which apply to leather cases for Kodaks apply also to Premo cases, so that it has become necessary to advance the prices of same somewhat.

Plate holders for Pocket Premo C are now listed at \$1.00, like all other 3¼ x 4¼ holders. In ordering please specify that holders are intended for Pocket C.

PREMO ADVERTISING.

Advance copy of the new Premo catalogue will soon be mailed to you. The regular supply for distribution will be sent out as fast as our shipping department can handle them.

The Premo Summer Book will be ready for distribution shortly after June first and the usual window and store signs and other helps will be supplied as the season progresses.

And then still wider general publicity than last year is to be obtained by the use of more space in more magazines, and this year we will be going into back cover publicity, having contracted for several covers on magazines of wide circulation.

The Premo advertising, independent of the Kodak, is growing into one of the big advertising accounts of the country. The name Premo is coming to be better known every year. Aside from the Kodak, there is not and never has been a camera so heavily advertised.

And this all means more business for those who take advantage of it.

Push Premos this year. Use Premo newspaper cuts and street car signs and other Premo helps, as well as Kodak material.

Get all the possible business in your town.—Let 1913 be a record breaker with you.

*File Your Trade
Circulars.*

—Binders on Request.



A PROFITABLE HELPER.

THE ADVERTISING POST CARD.

For several seasons we have supplied dealers with advertising post cards, and each season has witnessed an increased demand.

These most attractive cards, mailed out to a judiciously selected list have always been result producers. The 1913 post card connects our national advertising direct with your store, as the dainty Kodak girls have interested thousands in the pages of the general magazines.

Here is the plan upon which these cards will be supplied:

We will furnish these cards in lots of one thousand or more, printed as shown in the illustrations, with the dealer's name and address in same handwriting as the text, and occupying same space as "Richard Roe & Co.," at \$10.00 per thousand net. This price does not apply on lots of less than one thousand, but does apply on fractional lots where the total is for more than one thousand, as for instance, 1250, 2700, etc. On lots of less than one thousand, there will be an extra charge of one dollar. No order entered for less than 400 cards (\$5.00 net).

As these cards cost us very much more than we are getting for them, we cannot furnish them in any different form than that stipulated above. We cannot furnish them without the advertising at any price nor with any changes in the advertising (except insertion of fac-simile handwriting of dealer's name and address as explained above) at the price quoted. No changes of any description can be made on the picture side, changes on the address side, even where an extra charge is made, are to be subject to our approval—the point being, that as this is a Kodak advertising card that will be in quite general use, we must control it.

How many, please?

Keep up
Your Stock of
Sundries

POST CARD	
<p style="text-align: center; font-size: small;">CORRESPONDENCE HERE</p> <p><i>Double your vacation fun with a Kodak. Picture the places you visit and the people you meet. Mail Velox postals (like this) to the people at home. You can do it all in a dark room. Simple all the way. Let us show you!</i></p> <p style="text-align: right;"><i>Richard Roe & Co.</i></p>	<div style="text-align: right; font-size: x-small; margin-bottom: 10px;"> ♦ VELOX ♦ V PLACE V E STAMP E L HERE L O X X VELOX X </div> <p style="text-align: center; font-size: small;">NAME AND ADDRESS HERE</p>

Advertising Post Card (see page 5).

KEEP THE CAMERAS WORKING.

We have never been able to figure out the percentage of cameras that are bought, used for awhile and then laid away, but our observation in several instances, backed up by the experiences of dealers with whom we have talked on this point, leads us to believe that this percentage, even in small towns, would be surprisingly high, if it could be figured out.

We don't believe that anyone ever bought a camera, who didn't really feel the need of it, and we are sure that one who buys a camera can readily be made into a consistent user of his camera.

The Kodak ads. that attract so much attention are intended to create new business, to inspire a desire for pictures of things that interest and appeal to him who reads. They hit both camera owners and those who don't own cameras.

To enable you to connect with the interested prospects we supply advertising matter of various kinds, in all of which the pleasure and simplicity of Kodakery are alluringly set forth and the constantly increasing number of cameras sold per annum proves that a high percentage of these prospects are landed.

What of the camera owner who is not a consistent user of his camera? He is hit as hard by those ads. as are the prospects, but we are inclined to think that the follow-up on him is not as carefully attended to as that on the prospect.

Look to your "follow-up" on those who once used cameras but have laid them away. Simple personal letters from the dealer to his customer should be the most effective method and personal work in the store will also help. Get your help imbued with the idea that every camera that should be working but is not, holds back your sales of film and other material.

MADE-IN-CANADA TRAIN.

The big Kodak Exhibition can hardly visit any but the larger cities, but in our booth in the "Made-in-Canada" Train, Kodak dealers in the Prairie Provinces have a very effective substitute, even if it is in miniature when compared with the big show.

On pages 8 and 9 we show the route of the train, which arrives in Port Arthur, Ont., May 19th, on its way westward. The coming of the train will be widely advertised in each town made.

The Canadian Home Market Association found it easy to decide to send the "Made-in-Canada" train to the West again this year. In the attendance and in the sympathetic and intelligent interest of visitors to the train last year, the trip far exceeded the expectations of the committee. All along the route, leading citizens as well as the community generally, heartily endorsed the train as an educational undertaking, declaring that such a project was worthy of unanimous support and of repetition from year to year.

The train will be electric lighted throughout, and the cars arranged with aisles along the sides, leaving the greatest possible width for the booths consistent with adequate space for passage through the cars.

To give a list of the exhibits which will be found on this train would be pretty near the same thing as giving a list of the goods manufactured in Canada.

Kodak dealers will be particularly interested in the Kodak booth.

On the 1913 train we have taken four times the space we used on the 1912 train, and we are showing a complete line of Kodaks, Brownies, Premos and Graflex

Cameras. Visitors to the train will be strongly attracted to the Kodak booth by the elaborate display we will have of enlargements made from Kodak negatives.

The feature in our booth that will especially appeal to Kodak dealers is that at every stop there will be a card displayed, in good big type, giving the name or names of the merchants from whom Kodak products may be purchased in that town or city.

Month after month, in the columns of this Circular we have been urging dealers to tie their local advertising to the big volume of Kodak advertising, because we realize full well that this is the only way to get the largest return from the field of Kodak advertising. Co-operate with us in the same way in connection with the "Made-in-Canada" train. We are doing our best to make you known to your people as merchants who handle Kodak products; we could not do very much more unless we button-holed each individual and whispered your name into his ear. Will you do your share in connecting up the Kodak goods with yourself and your store?

Talk up the "Made-in-Canada" train to every one of your customers, dwelling particularly on those goods you are handling, which will be found on board. If you have any doubts as to the value of this scheme to you, set your doubts at rest by the thought that the train is not the product of some dreamer's fancy, but has been passed upon and adopted by hard-headed business men, who can see the profits from the scheme in cold dollars and cents, both to themselves and to the retailers who handle their products.



At every stop of the "Made-in-Canada Train" a car booth, giving the names of the local Kodak dealers board and you will see results immediately. If you service. ¶ The dates have been arranged only at know when the

NEWAN

MANITOBA



CANADIAN HOME MARKET ASSOCIATION, TORONTO

ITINERARY AND SCHEDULE

"MADE-IN-CANADA EXHIBITION TRAIN"MAY 14th to JULY 4th, 1913

, in good bold type, will be displayed at the Kodak
 Connect your local advertising with our booth on
 need cuts for advertising our sheet of cuts is at your
 consultation with the local authorities, so you will
 train will arrive.

PICTURE DISPLAYS.

A man who travels about the country a good bit recently remarked, "I don't see why the dealers in Kodak supplies don't put more pictures in their display windows. It was the picture of a little youngster that first attracted my attention to the possibilities of the Kodak and I have spent a good many dollars in Kodak supplies since then."

Now this suggestion is worth thinking about.

Everybody, men, women and children, all love pictures. People will stop to look at pictures when many other attractive displays will receive but a passing glance.

For the Kodak dealer pictures are peculiarly well adapted, as he can in every case connect them up with the goods he is selling.

Good local pictures will attract the most attention, and it will pay the dealer every time to make a feature of these in his window displays.

Where can you find a better selling argument than, say, a contact print from a Brownie negative and a good enlargement from the same negative made with the Brownie Enlarging Camera, with a card telling how simple the entire process is,—"daylight all the way?"

Little home pictures of the Kiddies will attract the attention of those with Kiddies in their own homes, and create the desire for the means of producing such pictures for themselves.

Feature pictures in your window displays and tell the passersby how simple it is to produce these the Kodak way. Pictures will go a long way in aiding your display

windows to pay their big percentage of your rental.

BUFF AZO.

Azo H, buff stock, is a new grade of this justly popular paper that will find immediate favor.

The emulsion is the right grade of contrast to meet the requirements of the average portrait negative, and has all the latitude of the other grades of Azo in exposure and development.

The stock is practically a double weight, of a delicate buff in tone, and the surface is a happy medium between smooth and rough.

Azo H lends itself to the production of excellent sepia tones with ease and certainty, and will afford highly satisfactory results in the black and white or in sepia.

Price and discount the same as for Double Weight Azo.

THREE NEW CAR SIGNS.


Three more new car signs are now ready for distribution, two Kodak and one Premo (see page 11). These cards are timely, snappy and in full color, and are bound to be a big help in producing business.

Street car advertising is good advertising, and unusually good with the attractive matter we are offering.

The cream of the season is before you; if you have never considered this form of publicity before, it will pay you to talk it over carefully with the representative of your local traction lines.

Very few dealers who have used car signs have discontinued, and the majority are strong in their expression of the benefits of street car publicity.


Former conditions apply.



You need no skill to
KODAK
 and nothing tells the
 story so well. Every-
 thing for Kodakery
 at our store.

Richard Roe & Co.
 1001 Tripod Ave.

Car Sign No 452.




*The Witchery
 of Kodakery*

Let us show you how
 easy and fascinating
 photography can be

Richard Roe & Co.
 1001 Tripod Ave.

Car Sign No, 451.



Get out in the open
 with a

PREMO

There's one at our store just
 waiting to go with you

John Doe & Co.
 1234 Premo Street

Car Sign No. 453.

AN OPPORTUNITY FOR CO-OPERATION.

The 1913 Kodak Advertising Contest is an important event to every dealer in photographic supplies. The Kodak Advertising Contests have opened up a new and highly profitable field to the professional and have acted as a great stimulant to the amateur in the production of better results.

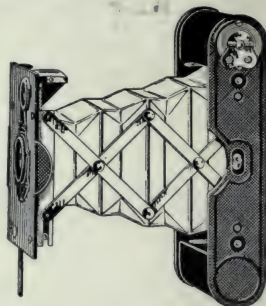
It goes without saying that the more people that can be interested in this contest the greater will be our opportunity for securing the best possible pictures for use in our—your advertising.

The more pictures we can secure to teach the public the pleasures and the possibilities of picture making the Kodak way, the greater will be our power to create new business for you.

Full particulars of the 1913 Contest have been given to every professional in Canada that we could reach, and the magazines devoted to amateur photography have told the story in full. Outside of these there are many thousands of amateurs who do not read the photographic publications, and it is important that they should have this knowledge. In this you can co-operate; we have an attractively printed circular giving the terms of the contest in full, and these mailed out to your amateur list, and enclosed with packages will aid vastly in increasing the interest.

How many 1913 Kodak Advertising Contest circulars can you use?

Price,
\$7.00



The
Vest Pocket

KODAK

is a miniature in size,
but a thoroughly
capable, durable,
practical and efficient
Camera.

Takes pictures $1\frac{5}{8} \times 2\frac{1}{2}$ inches, and of such good definition that enlargements may be made to any reasonable size. Loads in daylight with Kodak film cartridges for eight exposures. Lustrous black metal finish.

RICHARD ROE & CO.

Single col. 200K.

Double col. 200G.

NOW IS THE TIME TO ADVERTISE.

THE HOUSE OF SERVICE.

There is a cigar store in a certain city that has more than the usual trade. Here perhaps is the reason:

The phone rings. "This is Mr. Thompson, send me up a box of Zincora panetelas." "How do you do, Mr. Thompson, you like them a trifle light I believe. Our stock clerk tells me that those we have in stock to-day are just a little stronger than you like them. If you can wait till to-morrow we will have another shipment in, and then I can suit your taste exactly." "All right, Mr. Thomson, before noon to-morrow. Good-bye."

Or you visit the store in person and ask for a certain patent pipe you have heard of.

"Yes, we have some in stock, but we don't want to sell you one. You see after a little while this air chamber clogs up, and then you are worse off than with the common variety, but here is one that we know will suit you, take it and try it out. If it don't work bring it back and get your money."

The house of service! the house of service—it is *service* that counts for a very great deal in the building of business to-day. You may have the finest store, the best location and an up to the minute stock of goods, but if you and your employees do not give more than the perfunctory service necessary to tell the price and wrap up the goods—mechanical selling—you are not giving the public what it is entitled to and what it demands.

There are certain stores in which *you* feel comfortable, at home in, and there are others where one visit has been ample. You patronize these stores because of what

—convenience? not always, service? —every time. You have the feeling that these stores have your own particular interests at heart, and that they are going to try and solve your merchandising problems in their lines to your satisfaction.

To attain this end the salesman must be more than courteous and patient, more than diplomatic—they must *know the goods*. Diplomacy and courtesy count for a lot, but unless coupled with a thorough knowledge of the goods, they fail to complete the link of good salesmanship.

Nowhere is the old adage "Knowledge is power" more fully exemplified than in the retailing of amateur photographic supplies. If through a thorough knowledge of the goods you have confidence in demonstrating apparatus and answering technical questions, that feeling of confidence is at once transmitted to your customer, and any competitor will have a hard time prying him away from you.

The house of service, the house where every employee who waits on customers is not only a salesman by instinct but is able to quickly and intelligently answer all questions is the house that builds up the business worth while.

"No, Madam, these negatives are under-exposed, a-tenth of a second would have been about right."

"Your prints are under-exposed and over-developed. With the correct exposure Regular Velox should develop to the proper strength in from fifteen to twenty seconds."

The salesman who knows his stock from blue-print post cards to focal plane shutters, and who can

help the beginner to better results, and talk intelligently to the advanced amateur on the more complex problems is the man who helps to build and sustain the house of service.

BROWNIE



**Makes all outdoors a
playground for little
folks or big.**

BROWNIE CAMERAS

give all the fun of photography without any of the bother—are so simple a child can use with good results, capable enough for the experienced amateur.

BROWNIES, \$1.00 to \$12.00.

RICHARD ROE & CO.

VELOX WATER COLOR STAMP OUTFIT.

The sales of Velox Transparent Water Color Stamps showed a most gratifying increase last year. More people are beginning to appreciate the beautiful effects that can be obtained by coloring their favorite prints, and the use of the Kodiopticon is going to make a larger market for these stamps for the coloring of lantern slides. So we have put up the Velox Transparent Water Color Stamp Outfit, comprising the book of stamps, three special brushes and a mixing palette, packed in a neat cardboard case. Upon this outfit we have put the attractive price of \$.75, where the articles bought separately would cost \$1.00. Discount to the trade, 33 1-3%. An accessory that is going to be in good demand. You can't afford to be without it. Order now.

FREIGHT SHIPMENTS.

“We would suggest that consignees exercise care in receipting for freight, and that they make sure all the packages on the expense bill are delivered. Diligence should also be observed in checking contents of packages to make certain that they are intact. So-called ‘concealed loss’ claims, or those in connection with which the container gives no indication as to how the loss occurred, are the most difficult for the railways to handle, and we would recommend that all such claims be filed promptly with the delivering carrier in order that, if it so desires, a representative may be sent to examine the packages.”

Board of Trade News, Toronto.

TO AVOID DELAY.

Recent editions of this Circular have offered suggestions from our Order Dept. to facilitate the prompt shipment of your orders. It is only a matter of a few weeks now when our Order Dept. will be working to its utmost capacity, and if you, Mr. Dealer, will co-operate with us to the extent of making your orders conform with our suggestions, it will not only facilitate the prompt shipment of your orders, but avoid confusion and misunderstanding.

ANOTHER SUGGESTION.

“Rush these goods, and ship to-day sure” are instructions which a good many orders bear that are received at our office on Saturday morning and the day before a holiday. Please bear in mind that our establishment is closed on all public holidays, and at twelve o'clock noon on Saturdays the year round. Our Shipping Dept. makes a special effort to ship orders on the same day that they are received, but during the summer months, and particularly just before a holiday, or on Saturday, it is an impossibility for us to ship all the orders the same day that they are received. It is for your interests as much as our own, that we suggest the ordering of goods for holiday and week-end trade be not left until the last minute. At times we will be unable to handle your order on short notice, and sales will be lost only because the making out of the order was neglected at the proper time.

REGARDING ENCLOSURES.

When ordering goods to be delivered to some other concern in the city as enclosures, please re-

member that in some parts of the city the mail is delivered more promptly, there being more mail deliveries during the day, than to our offices. If the order is mailed to us at the same time as order is sent to the firm where our goods have to go as enclosure, the order may not be received here for some hours after the other firm have theirs in hand. Furthermore, the delivery of enclosures to firms at considerable distance from our establishment is necessarily only made once each day. Goods delivered for enclosure are sometimes returned to us because received too late to catch the shipment with which they were to be enclosed, despite the fact that order was promptly handled in our shipping department. This necessitates delay of some days to ask for other shipping instructions, an avoidable delay, frequently the cause of much inconvenience. We offer the suggestion that orders for goods that are to be delivered elsewhere for enclosure be mailed at least twenty-four hours in advance of the order that is for direct shipment. If you are having enclosures sent here to be included with our goods, order should be made to show from whom enclosures are to be expected, and orders should specify whether or not we are to hold shipment to await the receipt of any enclosures.

These suggestions are offered to save time and unnecessary delay, and by co-operating with us and making your orders conform with these suggestions, you will greatly facilitate the handling of your orders. If more than one person in your establishment is in the habit of sending orders, please call their attention to this article.

KODAK



Every summer shore, every wood, every
turn of the road invites your

KODAK

Kodaks to fit the pocket and the purse.

We will gladly assist your selection.

RICHARD ROE & COMPANY.

Canadian Kodak Co., Limited

Trade Circular.

"FOR YOUR INTERESTS AND OUR OWN"

Vol. X, No. 2

TORONTO, CANADA

June, 1913

AN UNQUALIFIED SUCCESS.

KODAK EXHIBITION CLOSES HIGH-
LY SUCCESSFUL SEASON
IN MONTREAL.

The first season of the Kodak Exhibition was brought to a close in Montreal, May seventeenth.

The season's itinerary covered thirty cities, from as far south as Jacksonville, Florida, to as far north as Montreal.

To say that the Exhibition was a success would be putting it mildly, as it received the enthusiastic support of the public and of Kodak dealers in every city, and in almost every city the halls, no matter how large, proved inadequate to accommodate those desiring to attend the splendid lectures by Dr. Stuchell.

The experience with the Kodak Exhibition of five years ago was naturally of great value; this added to the ample time taken in planning and arranging the present Exhibition enabled us to provide a display of pictures heretofore unequalled, and a working force of highly trained and experienced experts.

We afford herewith two illustra-

tions of the Kodak Exhibition as installed in the Civic Auditorium, Springfield, Mass.

The beholder is at once impressed with the appearance of permanence the exhibition affords. This is due to a skillful arrangement of the screens, and lighting system on the unit plan; the "set up" men being able to cope successfully with almost any irregularity in floor or wall space.

In this instance they were able to carry the picture display onto the stage, surrounding the motion picture screen, thus affording a highly pleasing and artistic arrangement.

As an evidence of refinement in detail note the curtains covering the screen; these are the same in color as used in the backgrounds and other draperies.

These curtains serve to hide the disturbing white expanse of the screen, and remain in position until just before each lecture, when they are drawn aside.

At the side of the stage will be noticed the booths for the demonstrations of tank development, and of Velox, while immediately in front of the stage appears the apparatus display.

During the summer months the Exhibit will be thoroughly overhauled, and placed in first-class condition for its second season.

The itinerary for the coming season is not as yet entirely complete, but we are making arrangements so the Exhibit will visit several western cities in Canada.

We take this opportunity to thank the Kodak dealers in Toronto and Montreal for their cordial support, and to bespeak the same kindly interest from the dealers in the cities to be visited the coming season.



General View Kodak Exhibition—See page 1.

DOUBLE THE SALE.

Did it ever strike you that you double your sale when you sell a 12 exposure roll of film instead of a 6 exposure roll?

Your customer generally asks for a roll of film, and hardly ever specifies whether 12 or 6 exposure roll is wanted. More often than not he will accept the larger roll—double your sale. Even if he demurs, you can point out the advantage of the larger roll—twice the number of exposures in the same bulk, a point to be carefully considered if the purchaser be a tourist or one going on a vacation, as well as by the week-end Kodakers.

Did you ever figure that many a time an amateur would use 12 exposures instead of 6, if he had them with him? Don't restrict the consumption of film. Let your customers know that you sell 12 exposure rolls. It doubles your

sale and makes sure of the amateur having film when he wants it.



UNIFORM TANKS.

In the booklet "Developing and Printing for the Amateur" is described the vertical tank system as used in the Finishing Department, giving the size of the tanks, and the formulæ for use with same.

In the Trade Circular for May, 1912, we describe a smaller tank, having a capacity of twelve rolls at a time.

For both these sizes we have the proper formulæ worked out, and will be glad to supply working plans and full instructions at a nominal cost.

Film Schedule Cards

Show how to order Film and will help you avoid mistakes. Free for the asking.



KODAK EXHIBITION—Showing Stage Arrangement. (See page 1.)



Poster No. 3.

AN OPPORTUNITY.

We have on hand a limited supply of the two eight sheet 1912 posters.

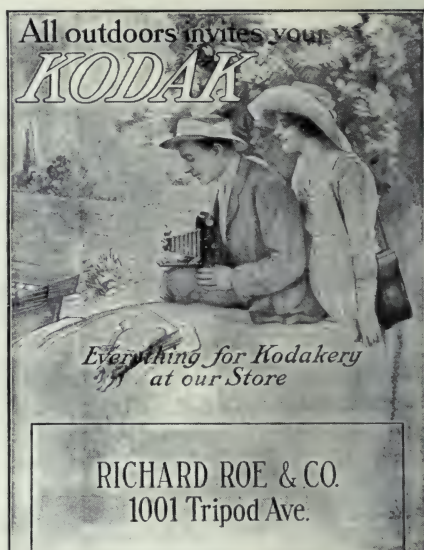
These posters are most attractive, and were productive of excellent results last season.

To refresh your memory we are herewith reproducing them, but the half tones naturally fail to show their brilliancy and beauty.

The posters measure approximately seven feet in width and nine and one-half feet in height, and are done in eight colors.

These posters are very expensive, and therefore the dealer who takes advantage of this proposition will be able to do some very high-class and effective advertising at an exceedingly low cost.

Now is the time of times for outdoor advertising, and these posters



Poster No. 4.

have proved their efficiency, so if you want to participate in this offer let us know at once.

CONDITIONS.

It is obvious that no two dealers in the same small city (or in the same section of a large city) would care to use the same poster. In filling orders for posters, we shall therefore give the preference to the first dealer who applies from each city, but will not furnish him more than one kind of poster until we are satisfied that the other dealers in his town are not interested.* When there is only one dealer in a city who uses the posters, he may have both of the designs.

These posters are a standard size. They will be properly imprinted and shipped, charges prepaid, direct to your local bill posting concern. They are too expensive to be used in any way except upon regularly main-

tained bill boards and should be put up only by those who understand the business. In ordering be sure to tell us how many "stands" you have contracted for and for how long a period the particular poster that you order is to be run, that we may send the proper amount of "paper" to provide for reasonable renewals. We particularly request that you order only as many as you require, as these posters are too expensive to waste. Before ordering, you should call in your local bill poster and talk over with him the matter of locations, the number of "stands" required to cover the particular city or section of a city that you want to cover and decide upon the length of time that you want to maintain this poster. When these details have been arranged send instructions to us.

REMEMBER—This is the information we must have;

The number of stands.

The length of time that this poster is to be maintained.

The name of the bill poster.

The manner in which you want your name and address to appear.

We reserve the right in case of two orders received from two dealers in the same city, to give the preference to the one agreeing to give the best representative showing. If, for instance, there are 100 good 8 sheet stands in a certain city and one dealer offers to maintain 25 stands and another dealer 100, we would naturally furnish the posters to the latter.

*In a very few large cities it is possible that two or more dealers in widely separated localities

might use the same poster to advantage. If, however, any such questions come up, they will be gone into carefully in detail and a full understanding arrived at.

*A Tested Lens—
An Accurate Shutter—
Simple Operation—
Good Pictures—*

All these are assured when you purchase a

PREMO

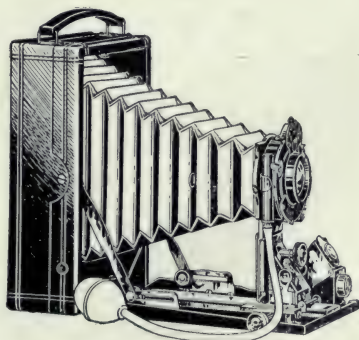
Step into our store, get a Premo catalogue and let us show you our fine stock of Premos and photographic supplies.

There's no obligation on your part but if you like pictures we should like to show you how easily you can make them yourself.

Find out about these light, compact cameras.

JOHN DOE & CO.

1234 Premo Street



Cut No. 348H

OVERHEARD AT THE COUNTER.

It certainly pays to help your customers on the many little points about which they ask information, trivial though those points may seem.

The successful salesman never, by look or word, charges his customer with wilful ignorance. He may smile, but he never smirks as he solves one of the time-honored puzzlers for some novice, for he knows too well that a real smile makes for confidence, while a grinning smirk chills the other fellow.

And a good salesman knows his goods from A to Z.

He never over-states or under-states his facts, for he realizes that both are ruinous to the making of sales.

There are points well worth considering in the incident recited below. And it is founded on fact, too—overheard at the counter.

It is nearly one o'clock, and the clerk stands listlessly behind the counter, wondering, perhaps, if there is anything new in the bill of fare at his boarding house.

A customer comes in and asks to see a 3A Special Kodak. At the word "Special" the clerk brightens into a smile—a real one—and he turns to get the camera off the shelf.

As the customer goes on to say that he has one of those Kodaks on which he needs a little help, that smile of the clerk's fades away as quickly as it came.

With an air of bored indifference the camera is brought, and the information given on the use of the lens, the clerk grinning at his customer's ignorance.

The customer's next question is—

"Can I print Velox by daylight like Solio?" Back comes the answer, short and quick; "No, you must have a dark room with an orange light."

No attempt is made at any explanation of Velox Printing, nor does the clerk even offer one of the Velox books lying ready to his hand.

The customer turns and leaves the store, adding as he goes that he will stick to Solio because a dark room is impossible.

A case of over-statement of the facts by saying too little, for Velox prints by gaslight or any light, and does not require a dark room in the technical sense the customer understood.

Between his disappointment, and thought of his dinner, the clerk has put a most effective damper on that customer's photographic enthusiasm, and has made a bad friend for his store.

30% ON PREMO CARRY CASES.

In Trade Circular for May last, we announced an advance in the list price of Premo Carry Cases, due to the greatly increased cost of leather. We now announce the increase of discounts on all Premo Carry Cases from 20% to 30%, putting Carry Cases for Kodaks, Brownies, Premos and Graflex cameras all on the same basis of discount.

AN AID TO SELLING DISPLAYS.

We are very much interested in seeing Kodak dealers make the best possible use of their display windows. Ideas for good window displays do not come to every dealer every day, but every day some dealer does put a good display idea into effect.

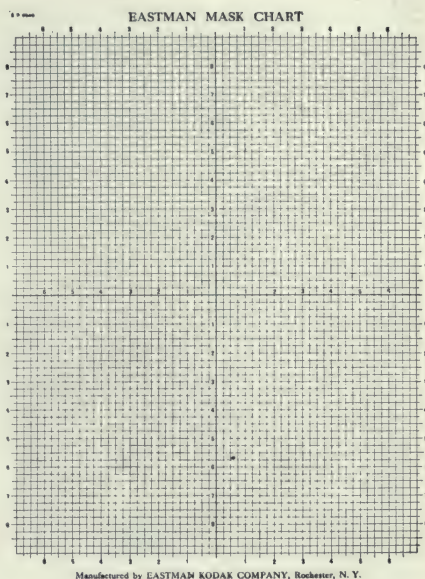
We feel sure that every dealer who has struck a happy idea will be willing to pass it along for the benefit of dealers in other parts of the country, and to receive ideas from them in return.

To aid in this dissemination of ideas we will pay five dollars for a print of any Kodak dealer's window display that we feel has a selling idea sufficiently strong to warrant our reproducing it.

We do not wish you to consider this as a contest, as we are willing to leave this offer open for an indefinite period, our sole idea being to have the dealers mutually assist each other in the production of selling displays.

In various issues of the Trade Circular we have had something to say on the subject of window displays. We feel that a simple display is most effective; that a window having one single desire-creating suggestion is far more effective than a sample of everything your stock contains.

The prints of your window displays need not be mounted, but will serve our purpose best if made on glossy paper, and we cannot use prints smaller than five by seven.



EASTMAN MASK CHART.

The Eastman Mask Chart affords the simplest possible means for the production of printing masks with rectangular openings of any size up to eight by ten inches.

As shown by the illustration, the chart of non actinic paper is accurately ruled in quarter-inch spaces both ways from the center, and marked in inches, so that all that is necessary is to cut with a sharp knife to where the lines producing the size desired intersect.

THE PRICE

Eastman Mask Chart, 8x10, per	
doz.	\$.15
Discount to the trade	33 1/3%

**Get a Rounds Print Washer for Your Finishing
Department**

REDUCTION ORDERED IN THE WESTERN CANADA EXPRESS RATES.

RAILWAY COMMISSION TAKES ACTION TO REDUCE HIGH RATES.

Shippers Obtain Relief.

The Traffic Department is in receipt of a copy of judgment issued by Chief Commissioner Drayton of the Board of Railway Commissioners in connection with express rates.

As illustrative of conditions prevailing in Eastern Canada; insofar as the Canadian Express Company is concerned, the judgment finds from the records that for a period of seven years, 1902 to 1908, the company's gross revenue averaged \$1,665,024 and net earnings \$218,262, or 13.1 per cent. on the gross revenue. During this period the revenue increased from \$1,314,400 in 1902 to \$1,909,024 in 1908. For the year ending June 30, 1912, the gross revenue was \$3,065,424.80, and a net profit of \$188,970.11, turned over to its owner, the Grand Trunk Railway.

Had no reduction been made, and if the company's rates, expenses and practices had been as they were in 1908, the net profit would have been \$401,570.64, showing that upon the increased business the result has been a decrease in net profit from the former standard of \$212,600.83.

The judgment finds that lessened profits are the result of increased expenses rather than of reduction in rates.

No increased proportion was paid to the Grand Trunk Railway for express privileges, a manner in which the expense account could have been unduly influenced; in fact, the percentage of increase is lower than the gain in gross receipts.

The judgment goes on to deal with certain phases of the former express judgment of the late Judge Mabey, under which certain advances and reductions were effected by changes in classification, rates, extension of wagon service limits, and in liability of the companies under the new receipt form.

The records simmer down to a finding that the company's net return is now 6.09 per cent., and while neither accepting or denying this figure as a reasonable compensation the Board has hesitated to make a further order applying to Eastern Canada, particularly in view of the proposed introduction of parcels post.

Insofar as rates in the Prairie Provinces and British Columbia are concerned, the companies have been ordered to prepare and file new tariffs to take effect July 15, 1913, reducing the standard maximum tariffs for "merchandise" traffic by approximately 20 per cent., and prepare appropriate charges for the "graduate" scale, as revised by the Board; and those of scales "N" and "K" (food stuffs, ale, beer, mineral waters, etc.).

The judgment unqualifiedly sets forth that the Western rates are unreasonably high.—*Board of Trade News*, Toronto.



Leading Members of the C.K. Tested Chemical Family

PYRO-CRYSTAL AND RE-SUBLIMED :

	Per Oz.	Per ¼ Lb.	Per ½ Lb.	Per Lb.
Crystal—Bottle - - - -	\$0.25	.70	1.35	2.60
Re-Sublimed—Can - - - -	.25	.70	1.35	2.60

Either Crystal or Re-Sublimed in 5-lb. cans \$12.00

Discount—33 1-3%, or 40% in lots amounting to 100 ozs. assorted.

ELON :

	Per Oz.	Per ¼ Lb.	Per ½ Lb.	Per Lb.
Bottle - - - -	\$0.50	1.85	3.50	6.50

Discount—33 1-3%, or 40% in lots amounting to 10 lbs. assorted.

10 lb. can—net \$3.75 per lb.

CARBONATE OF SODA :

	Per Lb.	Per 5 Lbs.
Bottle - - - -	\$0.20	.90
Can - - - -	.17	.65

Can of 25 lbs.—\$3.25

Discount—33 1-3%, or 33 1-3 and 10% on lots of 48-1 lb. cans.

SULPHITE OF SODA :

	Per Lb.	Per 5 Lbs.
Bottle - - - -	\$0.30	1.35
Can - - - -	.22	.85

Can of 25 lbs.—\$4.25

Discount—33 1-3%, or 33 1-3 and 10% on lots of 48-1 lb. cans.

HYDROQUINONE :

	Per Oz.	Per ¼ Lb.	Per ½ Lb.	Per Lb.
Bottle - - - -	\$0.15	.45	.80	1.50
Can - - - -	.13	.40	.70	1.40

Discount—40%

PUT YOUR TRUST IN C. K. TESTED CHEMICALS.



IN FULL SWING.

Coincident with the coming of the height of the photographic season, comes a wealth of material which we have been busy preparing, especially for your use, during the last few months.

BOOKLETS.

The Kodak Summer Booklet, which is really an abbreviated catalogue, is now ready. It has a handsome four-color cover, is attractively printed, and tells the story in a nutshell. It is just the right size to go into the ordinary commercial envelope, and makes the best possible material to send out on selected mailing lists.

In the same category is the "Book of the Brownies," devoted exclusively to the Brownie line, with a four-color cover of unusual attractiveness.

These booklets are sure business getters where properly used, but remember that *they are furnished on order only*. They will go very fast this year, so you had best decide at once how many of each you can use to advantage, and send in your order to-day.

SIGNS.

We will shortly send to every dealer, without solicitation, a selection of store and window signs, and, for our mutual advantage, see to it that these signs are used constantly throughout the summer.

You cannot give too much thought to the proposition of window display, and the number of signs which we are sending you provide material for a great variety of most attractive windows.

All these helps form a connecting link between your store and the great volume of our general publicity.

That dealer who thinks, in using such material, he is simply doing a favor for the manufacturer, overlooks the very crux of the proposition. The aim of our advertising is to send the people into the dealer's store for our goods. The dealer, therefore, must get his returns before we can get ours. Bear this point firmly in mind. Help us to get all the people possible into your store.

STREET CAR SIGNS.

On page 11 we illustrate another new street car sign, which is, as usual, in full colors, and is designed to match up with our general publicity campaign.

For conditions under which car signs are furnished, see page 6 of the April Trade Circular.

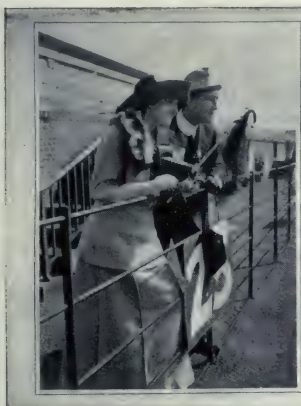
CHANGES IN CHEMICAL LIST.

Until further notice the following prices will prevail on Amidol and Metol.

THE PRICE.

Amidol, per ounce, - - -	\$.55
Do., per pound, - - -	7.00
Metol, per ounce, - - -	.55
Do., per pound, - - -	7.00
Discount to the trade, - - -	25%

**HAVE THE GOODS
IN STOCK**



When interest grips,
you need your

KODAK

Everything for Kodakery at our
store and we do prompt developing
and printing.

RICHARD ROE & CO.
1001 TRIPOD AVENUE.

A BUSINESS BUILDER.

**Every Autotime Scale Sold Helps to
Future Business.**

There is no question but what the Kodak Autotime Scale is a big—a real help—in the production of better negatives.

And better negatives mean more enthusiasm every time—mean a bigger consumption of supplies—more business for you.

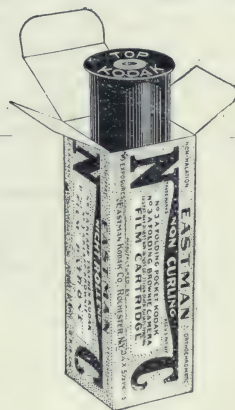
One enthusiastic amateur in a community can do a lot towards bringing *new* business to you. Keeping the amateur enthused pays big interest on the investment, and to this end show him the Autotime Scale, explain it fully and sell him one if possible; not so much for the profit on the sale, though it's ample, but because it will help him to better results.

Explain to your salesman the advantage to your store in pushing the Autotime Scale.

A good many dealers are aware of the advantage to *them* in pushing the Autotime, and their sales have been large—and not a dissatisfied purchaser.

Push the Kodak Autotime Scale, because it's a real help to more business. New circulars on request.

Car Sign No. 461.



*Half the secret of good
pictures is the film.*

See that yours is the

Eastman N-C Film

*The word "Kodak" on the spool
end identifies the genuine.*

RICHARD ROE & CO.

Single Column 250B

Double Column 250A

YOUR DISPLAY WINDOWS.

"*Signs of the Times*," a publication devoted to advertising, in a recent issue has a lot to say about the value of the show window, which is so interesting that we reprint it below:

"No local advertisement can be more effective than that of a well executed window display, for, while bill posting, painted bulletins, street car advertising and newspaper advertising are all effective, the merchant's shop window forms the final link in a chain between the indecision and decision of prospective purchasers."

"The sooner the merchant realizes the value to him in his window space, the better it will be for him and his business. The merchant who has not a window that will admit of suitable display should change his location or change his window. How many times people, particularly women, go down the street with no definite idea of buying any particular thing. Their attention is attracted to something either in the window or in the store and the sale is made. Again, take any thoroughly advertised article, the man who displays that article in his window, lets his customers know that he has it, attracts their attention to it when they are possibly not thinking of purchasing it, is the man who succeeds in making the greatest volume of sales."

"Display the things in your line that the people are reading about, the things that are being suggested to them daily, the things that are advertised."

"Truly does the window display often reflect the character of the store behind it—and that reflection directly influences trade."

"Going in for newspaper publicity and neglecting your store window is just like taking medicine for a cold and then going out in the rain without an umbrella and rubbers. You can't do it and get away with it.

Your window is literally the mouthpiece of your store.

If you get that talking coherently and convincingly, so as to make the casual passerby stop, look and ask questions, it has accomplished its purpose. How many of you, on the contrary, have windows which only stutter occasionally and between times are as silent as a deaf and dumb clam?"

"Window advertising is the chief means of attracting new customers. The business of a retail store has only two methods of expansion—one is by increasing the annual purchases per customer and the other is by getting new customers. The difficult thing to do is to get a stranger to come into the store for the first time. The fact that many small merchants are able to transact a profitable business with no other form of advertising than their windows, is the best possible evidence of the value of window advertising."

"In conjunction with a national advertising campaign, window dressing brings to the dealer the demand created by this national campaign, thereby increasing the dealer's profits, and letting him reap the benefits of this demand, and on other goods as well."

"There are no more industrious or successful salesmen than your windows. When once started they work early and late, 'work while you sleep,' and are on the job long before you're down in the morning."

HELPING THE OTHER FELLOW.

"You can lead a horse to water, but you can't make him drink." You can show an amateur photographer how to do his own finishing, but you can't always make him do it.

Those dealers who, for one reason or other, put off taking up the amateur finishing end of the business, are making a serious mistake.

Some have figured that the best customer is the one who knows how to use the goods through and through and does his own work. We'll agree.

But it is idle to suppose that amateurs can be forced into doing their own work by the dealer's refusal to do it for them. There has always been, and always will be, a goodly percentage of amateur photographers who, either from lack of time, or confidence in themselves, or inclination, simply will not finish their own pictures, and further, it is a well-known fact among dealers who have done finishing for amateurs year after year, that the number of their customers who finish their own pictures is constantly increasing. More and more of them are being led into the class of better consumers, and, without exception, such dealers attribute the increase to the help given through their finishing departments.

The only person to benefit from such a refusal by the dealer is his competitor who does that work, making a good profit on it, and sooner or later finds himself forced to sell film to the amateurs who bring him work to do.

Why then drive your customers over to your competitor? If you

can afford to neglect the profits from a good finishing department, can you afford to build up your competitor's sales at the expense of your own?



Let the

KODAK

tell the summer
story.

*Kodaks to fit the purse and
the pocket.*

RICHARD ROE & CO.

HELP FROM THE WASTE-BASKET.

From time to time we receive letters from our Kodak dealers describing novel schemes for advertising Kodaks, Brownies and supplies locally. One of our up-to-date dealers has just sent us a letter describing an advertising scheme of his own which costs nothing and for the benefit of those dealers who would like to follow suit, we publish below, with his permission, copy of his letter on the subject. The idea is not copyrighted and our dealer is glad to have us pass the information along for the benefit of others:

"There are all kinds and ways of advertising and here is one that we have been using to advantage especially since we installed the large developing tanks in the ama-

teur finishing department. The Duplex Paper (red and black) that we remove from the rolls of film is never wet and they roll up nicely and we have been giving these away to the boys and girls and they play with them every day after school. Every day after school now we have dozens of boys and girls after this paper and now almost every home in the city has a roll (film papers, as the kiddies call them). And the schools have had their share of them and the teachers have asked where they come from. Consequently now nearly every home in the city where there are children knows that our drug store carries Kodaks, Brownies, films and supplies and we have the parents asking us about them. Where there are small children, their mothers come and ask for them. It certainly gives us a good opportunity to talk Kodakery."

ELON

Accepted everywhere as best for use with Hydrochinon. We use it ourselves in our Testing and Finishing Departments, so we can recommend it to you with absolute confidence.

Guaranteed by the seal of the C. K. Tested Chemical Family.



G



H

ORDER LANTERN SLIDES BY LETTER.

BROWNIE



*So easy
it's play.*



Nothing to puzzle young heads in the Brownie way of making pictures—none of the bothersome details that take away half the fun.

Boys and girls can enjoy a Brownie right from the start. And they never outgrow its efficiency. Popular with grown-ups, too.

\$1.00 to \$12.00

RICHARD ROE & COMPANY

Canadian Kodak Co., Limited

Trade Circular.

"FOR YOUR INTERESTS AND OUR OWN"

Vol. X, No. 3

TORONTO, CANADA

July, 1913

GRAFLEX.

THE COMPLETE CAMERA.

A copy of the 1913 Graflex catalogue has recently been sent to each Kodak dealer. The cover is really a thing of beauty, and as is usual, the catalogue is profusely illustrated with pictures, but more particularly with pictures of that class which is open to none but Graflex users.

To get a proper conception of the work that may be done with a Graflex we particularly urge every dealer to study the illustrations and to read carefully the first few pages of the catalogue, containing a brief introduction to Graflex principles, in language anything but technical, and simple enough for anyone to understand. They lay bare the "why and wherefore" of the Graflex even to the novice, and the few minutes spent on the catalogue will be well repaid in the better knowledge acquired of the goods.

THE GRAFLEX FIELD.

In the mind of anyone who knows anything of photography, "Graflex" instantly calls up pictures of objects in motion—motor races, horse races, baseball, tennis, etc.; in other words,

Graflex Cameras are associated with outdoor life or the athletic instinct.

In selling Graflex Cameras, then, the cue is to talk them and show them constantly to those of your customers who are especially fond of sports. You have an example in the enthusiast who bubbles over with delight at a track-meet. The man who is never so happy as when sitting in a sulky behind his fast trotter will see the point in a Graflex and can afford it, too. Then there's your ardent baseball or lacrosse fan, who has the time of his life watching the juvenile teams play on corner lots, and don't forget plain Mr. Business Man who slips away from his store—a little early—of a summer afternoon to enjoy a game of bowls on the green. Tennis, football, sailing, paddling—sports of every sort—especially call for a Graflex.

Every town and every city has its Graflex prospects. Train your arguments on the sport lovers and you'll land sales enough to repay your efforts.

Then consider that the Graflex will do all that the ordinary hand camera can do, and still have something in reserve. Moving objects are easy with a Graflex, but indoor

exposures in home portraiture can be made better with the same camera than with any other. The Graflex is the complete camera.

It will pay to talk and show the Graflex line at all times. You never can tell who will buy a Graflex any more than who will buy a Kodak. The longer price, with its greater profit, is worth going after.

Catalogues will be supplied in reasonable quantities, on request, but dealers will please bear in mind that the number is limited and use these catalogues only where they'll do good work. They are far too expensive to be mailed around or handed out at random.



BLACK SHOES AND TAN SHOES.

The shoe store that you patronize offers its customers the choice of either black shoes or tan shoes.

Both kinds are displayed in the windows, both kinds are advertised, and when a customer goes into the store, the same pains are taken, the same salesmanship brought to bear, in selling the one as in selling the other.

Of course, the bulk of any shoe store's business is in black shoes, but the aggregate of tan shoe sales, in a year, runs into big money. A shoe dealer would be short-sighted indeed, who carried no tan shoes or who did not, in his window displays and advertising, let the public know that he could take care of its requirements in either line.

Now then. In your photographic department a similar condition obtains. In the Kodak and Brownie line, you have the roll film system of photography, which the majority

of amateur photographers do and always will prefer. But there are many—and in the aggregate of a year's business, they amount to a multitude—who will choose the Premo Film Pack or the dry plate system.

Most Kodak dealers have come to appreciate this fact and are carrying representative lines of Premos and pushing Premos along with Kodaks. Those who are not doing this are as surely losing business as would the shoe merchant who, when a customer came in and asked for tan shoes, curtly informed him that he didn't carry them.

The truth is that the interest in amateur photography, fostered by an ever increasing volume of advertising, is growing every year. And as the interest grows, the demand, not only for Kodaks, but proportionately for Premos, also grows, so that in the last few years the Premo and Premo Film Pack sales have practically doubled.

Make the most of your opportunities. In the Kodak goods you have the best known, the widest advertised, the finest quality goods for the three great mediums of amateur photography—roll film, film pack and dry plate. Push them all vigorously. Get all the possible business out of your public.

Vest Pocket Kodaks, Premoette Juniors.

**Have made the very small
camera immensely popular.**

**DISPLAY THEM
CONSTANTLY.**



FILM PACK DEVELOPING HANGER.

To all photo finishing departments employing the vertical tank system, the Film Pack Developing Hanger will prove indispensable. Each hanger will accommodate twelve Film Pack films; the film being fastened to the clips as shown in the illustration, and then doubled over the suspension rod of the tank, by means of a hinge in the centre.

After development the films in the hanger are washed to free them from surface developer, and then suspended in the fixing and final washing tanks.

To dry, the hanger is simply

opened out, and suspended upon hooks, each film being a sufficient distance from the adjoining ones to avoid contact.

THE PRICE.

Film Pack Developing Hanger	-	\$1.25
Discount to the trade,	- - -	20%



FILM PACK DEVELOPER HANGER CLIP.

In using the film pack developer hanger, the spring of the clip may in time become weakened or a clip may be accidentally damaged otherwise. Such damage will not ruin the whole hanger, for with an ordinary pair of pliers any clip may easily be taken off and a new one substituted at any time.

Price for Extra Clips.

Per Dozen,	- - - - -	\$.50
Discount to the trade,	- - - - -	20%

REMINDER

If you order a "No. 1A Special Kodak" you will get a fifty dollar camera with Compound Shutter and Zeiss Kodak Lens. If you want the fifteen dollar Kodak, order by the name---"No. 1A, R.R. Type"—please.

BUSINESS BUILDING.

The successful Kodak salesman is he who has the knack of making customers feel they are conferring a favor on him when they ask for information. One of the easiest ways of losing business to the "other fellow" is to let your customer feel that he is a bother when he comes for information without making a purchase.

When you sell a camera be sure that your customer understands it before he leaves your store.

When you have shown *him* the working of the shutter, ask him to show it to *you*.

When you have shown *him* how to load it, ask him to let *you* see him do it. Ask him to bring in his first spool to you. Let him see the results soon. Explain every failure to him, and then ask him to bring his next spool in to you.

Be sure your customer starts right. That is the secret of starting good profits for you.

Never display goods without a price ticket.

Never display a camera without a sample print, showing the quality of picture and size.

Price tickets and sample prints systematically displayed sell more goods than the average assistant. Never let an assistant wait on your customers unless he knows the goods. If he has to assist at the sales counter at busy times make him learn all about the goods. Nothing can do you more harm than an ignorant assistant.

The secret of the successful Kodak dealer has always depended on the men at the back of the counter.

It is a good thing to encourage customers to "do the rest" them-

selves. You can make far more profit out of an enthusiast who finishes his work than you can out of the average amateur who occasionally brings in a spool to be developed and printed. Besides, the enthusiast is the fellow who enthralls the others to become photographers.

Always make a point of suggesting a tripod, a carrying case and a developing tank, when you sell a Kodak. The sale may not come off at the time, but it makes the customer think about it, and most people will not be happy until they have them.



THE PURR OF THE ADVERTISING SIX.

Did you ever attune your ear to the quiet purr of a six cylinder motor—working evenly, quietly, rapidly, but with cadenced continuity? That's efficiency.

Did you ever notice the motor that was skipping? Bang! — — bang— bang—flut— bang— pfish bang! Inefficiency. Lots of noise but precious little pull.

It's the same with advertising. Efficiency comes from the steady pull that has no skips. An impulse at every cadenced interval. At times, more gas for the engine (full magazine pages to give more speed), perhaps, now and then, the muffler is cut out (back covers in colors) to get over a grade—but high speed or low speed—never a skip. A continuous all-the-time pull—that's *advertising*—that's efficiency.

Kodak advertising knows no stop. It's the continuous every-month-in-the-year kind. The kind that gives efficiency—brings results to the dealer.

Suggestions to the Dealer

"So the two started out armed with note-books, lunches and a small kodak which Bob had slung over his shoulder on a strap.

"Got your lunch in there?" ventured Jack.

"No chance!" replied Bob. "That's my picture show. Wouldn't go on a scouting trip without it. You see, it seems hardly the square thing to run off with a bird's nest or its eggs, but it can't object to you carrying home a snap-shot for your collection.

"That's not so much sport as collecting the real thing, is it, though?" asked Jack.

"More, I think. Most everybody's interested in seeing your pictures, and then you get praised for being a good photographer, instead of the birds getting all the credit. Besides, I read the other day that all the most up-to-date naturalists collect photographs nowadays instead of things they have to steal from the birds."

"It does seem a good idea," agreed Jack. "But doesn't it cost a small fortune to run a kodak?"

Oh, no! I do it out of my own pocket money instead of spending it on other things. And I'm expecting to make it pay for itself soon by selling some of my nature pictures to the papers. They say there's a demand for good ones."

—EXTRACT FROM "*The Outdoor Rambler's Club*" IN *Pleasant Hours*

EASTERN RATES TO WESTERN POINTS REDUCED BY RAILWAY COMMISSION.

EFFECT OF RECENT ORDER IN THE SO-CALLED WESTERN EXPRESS RATES CASE.

Examples of New Rates.

The May issue of the Board of Trade News gave reference to a recent order of the Railway Commission requiring a reduction in the Western express rates. As our members may not have an exact knowledge as to the effect of such order, the Traffic Department has thought it advisable to set forth in a brief way the manner in which rates on express traffic from Toronto will be affected.

The judgment of the late Judge Mabey in the "Express Rates Case" ordered as follows:

1. That there shall be four standard mileage basing scales, viz.:

(a) On all lines east of and including Windsor and Sudbury, excluding the line of the Timiskaming & Northern Ontario Railway.

(b) On all lines west of and including Sudbury to and including Sault Ste. Marie, Ont.; Crow's Nest, Canmore and Thornton, Alta.; also north of and including North Bay.

(c) On all lines west of and including Crow's Nest, Canmore and Thornton, Alta., to the Pacific coast, and to Vancouver Island Transfer ports.

(d) Vancouver Island.

2. That the mileage groupings of (b), (c) and (d) be assimilated to those of (a) so that there shall be no overlapping.

3. That the basis of (a) do not exceed \$3.00; of (b) \$5.00, and of (c) \$6.00, per 100 lbs. for the 900-1,000-mile group.

The mileage scales of rates referred to were prepared by the companies and duly filed with the Commission.

The judgment further directed that on traffic between territories known as (b) and (c), and from territory (a) to points west thereof, the rates for the higher, or highest, standard mileage scale—as applied to the through, or total, mileage—must be the maximum.

The Commission's General Order No. 104 of 30th April, 1913, reduces the maximum mileage rates for the 900-1,000 mileage group in territory (b) from \$5.00 to \$4.00, and in territory (c) from \$6.00 to

\$4.75 per 100 lbs. The result of this order has been to reduce the rates from territory (a) (in which Toronto is included) to territories (b) and (c), by using the through mileage in connection with such reduced maximum rates in the latter territories; and there are given herewith examples of the present and proposed rates which will become effective July 15, 1913:

It will be observed that no reduction is occasioned to points east of Brandon and Minnedosa, Man., but there is a material change in the rates to points in Saskatchewan, Alberta and British Columbia.

Comparison of present and proposed merchandise express rates from Toronto, Ont., to Winnipeg and points west thereof:

	Present per 100 lbs.	Proposed per 100 lbs.	Reduction per 100 lbs.
To Winnipeg, Man.	\$4.50	\$4.50	
Portage la Prairie, Man.	4.75	4.75	
Gladstone, Man.	5.00	5.00	
Minnedosa, Man.	5.25	5.00	\$.25
Brandon, Man.	5.25	5.00	.25
Kemnay, Man.	5.25	5.00	.25
Griswold, Man.	5.50	5.00	.50
Hargrave, Man.	5.75	5.25	.50
Kirkella, Man.	5.75	5.25	.50
Moosomin, Sask.	5.75	5.25	.50
Broadview, Sask.	6.00	5.50	.50
Wapella, Sask.	6.00	5.25	.75
Whitewood, Sask.	6.00	5.25	.75
Yorkton, Sask.	6.25	5.50	.75
Regina, Sask.	6.50	5.50	1.00
Moose Jaw, Sask.	6.75	5.75	1.00
Saskatoon, Sask.	7.00	6.00	1.00
Swift Current, Sask.	7.00	6.00	1.00
Medicine Hat, Alta.	7.25	6.25	1.00
Wetaskiwin, Alta.	7.75	6.75	1.00
Calgary, Alta.	7.75	6.75	1.00
Lacombe, Alta.	7.75	6.75	1.00
Edmonton, Alta.	8.00	7.00	1.00
Revelstoke, B.C.	9.50	8.25	1.25
Sicamous, B.C.	9.50	8.25	1.25
Ashcroft, B.C.	10.00	8.75	1.25
Westminster Jct., B.C.	10.50	9.25	1.25
Vancouver, B.C.	10.50	9.25	1.25

—Board of Trade News, Toronto.

EMPLOYING THE SEASONABLE APPROACH TO NEW CUSTOMERS.

BUILDING SALES *on* SUMMER PLAY

How Dealers in Cameras and Supplies Capitalize the Out-door Season to Interest Customers and Increase Trade.

BRING your vacation back home with you—enjoy it all the year 'round," is the slogan with which a successful dealer in cameras and supplies has built up a trade which grows larger with each recurring summer. He thinks the idea, presented over and over, has made many new users of cameras.

The germ of the plan came to him in this way: Three lawyers had been on a fishing excursion and one of them gave a newspaper man a "feature story" about the trip, telling him there were interesting pictures being finished. The reporter secured permission to use some of the pictures, went to the dealer's to look the films over, and fell into a discussion of the fact that many people bring "newsy" and attractive scenes and groups home from vacation trips. Always on the lookout for live articles, he agreed with the camera man that if the latter would let him know, he would go to see prominent people who had good vacation photographs, and ask for any pictures that would do for a Sunday series. As a rule, the amateur photographer is pleased to have such pictures printed.

The published stories did not in any way refer to the dealer or to the supplies he sold—he did not desire that they should. But the series did much to launch and support his plea

to "bring your vacation back home with you."

"That did not bring me results individually, you may say," said the dealer who had made the suggestion, "but it did us all good. I sell nearly as much photographic material as all the other dealers put together, so the paper really was pushing my sales. Each page of that contest was like a page advertisement for the business and about half its value was mine. Yet it was a very interesting contest and helped the paper. The newspaper man to whom I made the suggestion afterward said it advanced circulation sales for the Sunday paper.

This same dealer finds it pays throughout the vacation period to advise people who are taking their cameras on their vacations to stock up with films before they leave. The advertisements suggest it may be impossible to get the wanted films on the trip. "Looking for the films you are accustomed to using may waste your good vacation time—take no chances—start your vacation with exactly the same kind of camera goods you are having success with at home," his newspaper warnings run.

"It sells films," he said. "It sells films that might not and probably never would be sold otherwise—films they would not buy on the trip, either. It also makes finish-

ing business later. The average camera user, starting out with a bunch of films, will 'shoot' them all before he comes back to town, whether he starts with six or six dozen. It sells films for use on European trips, thereby getting business that otherwise could not possibly come to us."

Methods used to get new people interested in the use of the camera are as numerous and interesting as plans employed to induce old users to buy and use more supplies. The two purposes are so nearly inseparable sometimes that it is difficult to determine which classification a method should fall into.

Repeated appeals in newspapers, window cards and displays can explain the pleasure and value of an ability to record current events and to preserve likenesses of friends and relatives—children particularly. Many special plans have also been invented to promote sales to new customers or sales of better cameras to old users. Both classes of sales, naturally, mean increased sales of supplies of all kinds to these same people. The dealer who makes sure of the greatest number of pleased purchasers of cameras also makes certain of the biggest business in finishing and supplies.

During the summer months, naturally, the effort is not so much to arouse the interest of those who already have cameras as to get new camera users started. The two are often classified in the same plans. Many dealers have found plans to awaken interest in the "game" in the summer with the resulting bigger sales of supplies to those already using cameras.

Contests are often employed. A

dealer offered a prize for the best picture taken at an outing to be given by a canoe club, among the members of which he had many good customers. Later, he stirred "snapshot" ambition in a much wider public by offering prizes for the most attractive views in the city park. Showing the prize winners and "honorable mentions" in his window, the contest was taken over by one of the Sunday newspapers and carried through the entire out-season.

Two young men in a southwestern city started a camera and supply business in an out-of-the-way location, "stuck off on a side street," as one of the partners said. On window cards, through personal solicitation and newspaper advertisements, they offered to call for and to deliver amateur developing and printing work at the prices of other dealers.

"At first it looked impossible," said the younger partner, "but we knew we had to get more patrons. And, of course, if we had depended on only the profits from developing and printing, it would not have paid. As it was, I had a bicycle for running most of the errands in the beginning, and by selling supplies at the same time I delivered finished work, I worked up a trade that my partner and I have built into an established business. In a way, I brought our store along on my bicycle; I found the wants of our customers and met them. These extra sales were the starting point of our business.

"If the customer who had films to be developed also wanted some prints made, that meant enough profit to make the trips pay. But if the

amateur wanted to do his own printing, he often needed supplies of some kind. Many buy in small quantities and use or waste all on hand each time they print, as when I went after a roll of films and found prints were not to be ordered from us, I would explain that if they wanted to make prints themselves and needed anything in the supply line, I could deliver the supplies at the time I brought the films.

"More people took advantage of our offer to deliver films than to send after them. They seemed to think it was about as easy to bring them in as to have us come after them. When we were instructed at our store by customers to deliver films, we asked the same question as I did at the door when I went after them on my bicycle—should we not deliver the necessary supplies for printing at the same time?"

"There was another advantage in the plan of going after the films myself. I often talked with the customers about their films and when I could, I showed them why they had trouble and how to get better prints. I interested a good many of them in better cameras, too, and I am sure that I was able to keep some of them interested in camera work—to keep them 'at it'—when otherwise they would have quit and thrown the camera aside.

"Now that my partner has to be in the developing room so much and has to leave me in the store, I cannot get out as I used to, and the boy we have, though not able to do the preliminary camera selling work, is getting the knack of it."

In a general way, efforts in the advertising and selling methods of live dealers in this line are intended

either (1) to get new people interested in the use of the camera or (2) to induce those who own cameras to use their cameras and, in same line, to interest them in albums or other related merchandise in such a manner as not only to sell such sundries, but also to create an additional demand for photographic supplies.

To help and encourage the camera worker, the amateur photographer, who is making poor pictures, is the policy of many experienced dealers. They have seen amateurs "brought along" from indifference to enthusiasm. They co-operate with their patrons because those who learn how to get good photographs become steady buyers.

A dealer in the central west advertises that without charge he will tell any amateur who will bring his films or prints into the store the probable reason why the work is not satisfactory. The rule applies to amateurs who do not buy their supplies or have their work done at his store as well as to those who do—but quite naturally, when an amateur not a customer comes in for criticisms, as some actually do, a relationship is established which is likely to lead him to do his buying there the next time if, indeed, he does not buy on that trip. This dealer says that the plan is of more value in keeping his customers interested—"keeping them at it," he puts it—than in bringing new customers to the store.

"Often," he says, "I voluntarily give advice when delivering prints or films over the counter. When I first began this, I was afraid it might give offence—but that doesn't happen once in a thousand times.

Patrons appreciate advice that shows them how to get better pictures.

"I have to be careful when films or prints have been made with some lines of supplies I do not handle. I don't want my advice to seem too much along the line that the only good pictures possible are taken with the goods I sell, which is untrue in the first place and would be foolish to say if it were true. But there is a way around this. When a customer has made a print on a very contrasty paper with the hope of getting soft effects, for example, I show him the error of his ways and explain the different grades—not of papers generally, but of the papers I handle. I ask him to try this or that some time. He usually wants to try it right away.

"A good many amateurs," he continued, "go first to one store and then another. When they get an unsatisfactory lot of pictures, they imagine that in some manner it was the fault of the man who sold them the films or paper or they blame the person who did the finishing. I am sure that taking the trouble to advise and help them has not only made my customers stay with me and encouraged them, but it has been of value, also, toward capturing and holding a good many of the habitual 'roamers.' I show them the trouble—I go to the bottom of the difficulty, if possible—I leave nothing for them to blame on to my supplies."

A suburban druggist who acts as agent for a finishing shop and himself sells cameras and supplies, believes no one thing has helped his camera business more than the dis-

play of attractive pictures of children of the community.

"Out here," he said, "nearly everybody knows everybody else. When I display the picture of a good-looking tot, neighbors begin to wonder if they ought not have cameras to take the pictures of their little ones. It pleases parents when I use their pictures in the window; they think the children are pretty, and they have pride in taking a picture good enough for the window display. Of course, I'm glad to show such pictures: it creates fresh interest.

"Last summer, we advertised enlargements of pictures made by people out here. I displayed enlargements of child photographs and I sold every one of those enlargements to the parents who had taken the photographs."

Though some dealers make it a policy never to rent cameras, others find it pays, when the renter is well instructed. One dealer believes renting has sold many for him because he trained the renters to take good pictures so that eventually they were not satisfied with operating a rented "box"—and they bought. Another dealer lets responsible camera owners take out the highest grade cameras for trial. He cites one man who wanted a "rapid" machine for automobile races. He spent much time, going into every detail of operation with the prospective customer, who got such clear pictures from one experimental day at the races that the machine was bought. This dealer leaves the store in charge of clerks sometimes while he goes out with a high grade machine and demonstrates it.

Newspaper staff photographers have been supplied by a dealer in one city. They always take more pictures of a big news event than are used. Such pictures are displayed by the dealer with a notice that the camera was secured from his stock. Following an automobile endurance contest, he exhibited remarkable photographs with the assertion that any good amateur with a general knowledge of "the game" and with the "right" camera could do as well. This stimulated inquiries and led to sales. "Taking pictures," he says, "is like going to school. You go higher and higher. The raw amateur of this season wants a little better 'box' next season. I try to lead their interests on. I myself find it a fascinating by-play."

His advertisements of finishing work have for many years been headed by the slogan:

"Developing and printing with loving care!"

"People noticed that when it was first printed years ago and they still refer to it," he said. "That slogan has a connection with the serious enthusiasm of people who like photographs. So I am going to keep it, keep it, keep it, as the old song goes."

Summing up the plans dealers find useful are:

Help the customer to make better photographs and he will buy more supplies—guide him in keeping at it.

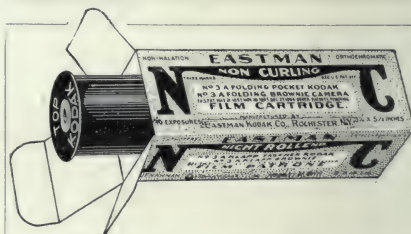
Offer prizes for the best pictures taken by clubs and social organizations. Get newspapers to carry on contests for the best local pictures.

Urge customers to lay in supplies of films for their entire vacation trips.

Appeal to sentiment; urge the value of pictures of old friends, old places.

Exhibit in your show window pictures of children made by your customers.

—By permission of
System, the Magazine of Business.



We make it a point to carry only goods of known quality and established reputation.

KODAK

is the best known and the best name in photographic supplies.

We have Kodak goods of all kinds constantly on hand.—Developing and printing done by experts.

RICHARD ROE & Co.

Single column cut No. 250 B.
Double column cut No. 250 A.

Vacationists Returning.
PUSH VELOX.



A MATTER OF REASON



Isn't it reasonable that the best results from films, plates and papers will be had by using the chemicals endorsed and recommended by the makers of the sensitized goods?

With us, the sale of chemicals is entirely secondary to the sale of films, papers and plates, but we know how hard it is to get uniformly dependable chemicals, so we offer a line of such goods which our tests have warranted us in endorsing and recommending with absolute confidence.



PUT YOUR TRUST IN C.K. TESTED
CHEMICALS



LOOKING AHEAD.

There is no going backward in the Kodak business. Year after year finds the sales of cameras, films and supplies generally increasing by large percentages, but there wouldn't be this consistent increase if, with our dealers, we did not do a good deal of looking ahead.

In the Spring we all look forward to the heavy sales of the summer months, and make preparations accordingly. Last Spring a good many dealers who never did Amateur Finishing before installed Finishing departments, and we have not yet heard of any who regretted taking this step. On just the same principle, it will pay you to do some looking ahead now towards the business of the latter months of the year, whereby the heavy sales from July and August may in part be continued into the succeeding months.

September will be a busy time in your Finishing department, for there will be scores of vacation films to be developed and printed.

By all means encourage every single one of your customers to do this work himself, but don't try to force him into it, and be sure to help him at the start. With a Finishing department to back you up, you will not have to send your customer to your competitor in order to get results from the goods you sold him.

Suggest to those who leave their work with you the desirability of having at least a portion of their vacation negatives printed on Velox Postal Cards.

You can easily show a few samples of your own with double printing, which will add a sort of class to your work. The Velox

Book tells how to do double printing, and the better price you can get for such work will amply repay the efforts you put forth in turning it out.

With the coming of October there is a strong tendency, as you well know, to lay aside the camera that has done such good service in the summer months, but you can do a lot towards counteracting that tendency by skillful boosting of Home Portraiture among your customers.

No means will be more effective than appropriate displays in your window, illustrated by actual home portraits made by and bearing the names of well-known amateurs in town. This applies particularly to dealers in smaller cities and towns.

Another strong helper in this work will be "At Home With The Kodak." Using these booklets and a few pictures of home scenes, enlarged if possible, a most effective display can be arranged, and one that will sell the goods.

Don't let yourself believe that October is too early to start talking Flashlight work to your customers. You can combine Flashlight work and Home Portraiture quite readily, and your customers will see at once how the one helps the other. Remember the little booklet, "By Flashlight." Get a good start in going after Fall business. There is many a camera unsold simply because the opportunities for using it have not been put to the great public in a convincing light.

Remember, too, that good sales of cameras and other material in September, October and November will reflect themselves in better business from your Photographic department for the month of December and the Christmas season generally.

AIDS TO PROMPT SHIPMENT.

At this season of the year it is "rush" all along the line, and, to facilitate, as much as possible, the prompt shipment of orders, we call your attention to the following:

We close at twelve o'clock noon on Saturday the year around, and at six P. M. on other working days, so for week end shipments try and get your orders to us by an early mail on Friday.

SPEED FILM.—Please bear in mind that Speed Film is supplied in cartridge form only in the following sizes: No. 0, 1A, 3, 3A and 4A.

Speed Film Packs only in sizes $3\frac{1}{4} \times 4\frac{1}{4}$, $3\frac{1}{4} \times 5\frac{1}{2}$, 4×5 , and 5×7 .

SPECIALLY PRINTED POSTALS.—When ordering post cards with special imprinting, five or six days should always be allowed for such work.

When ordering with other goods instructions regarding the balance of the order should be given as otherwise we would, naturally, hold the entire order, if small.

ADVERTISING MATTER.—Please send in orders for advertising matter on separate sheets, so they can be referred immediately to the Advertising Department for attention.

PAPER ORDERS.—Orders for paper should be made out exactly as paper is listed.

Orders for paper, unless explicit, are often difficult to interpret, and we would suggest copying grade, contrast, etc., direct from catalogue or price list.

SIX-THREE KODAKS, NEW STYLE PREMOS.—Just at present we are

swamped with orders for these goods, and cannot fill them all promptly, but are filling them as rapidly as possible. If more than one person in your establishment orders goods, please call their attention to the foregoing.

3

No. 3 F. P. K. SPEED FILM.

The demand for the various sizes of Speed Film which we have put out up to date is evidence of the desirability of such film to those who have Graflex or other high speed shutter cameras.

To meet the needs of those who have such cameras taking No. 3 F. P. K. spools, we are now prepared to furnish No. 3 F. P. K. Speed Film in both six and twelve exposure rolls. Prices and discounts the same as for regular No. 3 F. P. K. film.

3

THE ONLY WAY.

A pertinent suggestion from *Life* on the unusual possibilities for the tourist who follows the advice—"Take a Kodak with you."



ADELE O'BRIAN

Copyright 1913 Life Publishing Co.



It's the little, intimate, everyday home scenes, that make up the home story we would like to keep.

The Kodak will keep just that picture story for you. The taking will be fun in itself.

RICHARD ROE & CO.

Canadian Kodak Co., Limited

Trade Circular.

"FOR YOUR INTERESTS AND OUR OWN"

Vol. X, No. 4

TORONTO, CANADA

August, 1913

IN THE RUSH DAYS.

THE WISE DEALER WILL PAY CAREFUL ATTENTION TO THE QUALITY OF
WORK TURNED OUT BY HIS FINISHING DEPARTMENT,
ESPECIALLY IN AUGUST AND SEPTEMBER.

August of each year sees just about the largest consumption of film, and the strain on your Finishing Department is then greatest.

In the rush of turning out the work, there may be a tendency to slapping things through, but you will do well to check that tendency at once, or rather, never let the shadow of such a tendency appear.

In hardly any other line of work does personal endorsement or recommendation by one friend to another count for so much as in doing Amateur Finishing. The amateur who fails to get "clear" pictures, while he has a friend who does, is sorely tempted to patronize his friend's finisher.

You, to whom good finishing is a matter of pride, as well as of profit, should be particularly watchful over the work turned out during this busy month.

Putting films through old developer is certain to cause stains, as well as under-development, and the

same thing will happen to your prints. Then, a played-out fixing bath is another fruitful source of bad advertising for you. And the worst stab of all is in turning out negatives and prints on which Hypo crystallizes out in a few days, due entirely to insufficient washing.

You can't afford to let the rush lead you into turning out work of doubtful quality. What you think you gain in the extra business done is no gain at all, but a sheer loss and a real detriment to the trade you have worked so hard to build up.

While on the subject of Amateur Finishing, we feel that a word in regard to price would not be out of place. It is certain that those who make the most profit from the work they do are not those who turn out inferior work at low prices, but those who turn out good work at fair prices, which the amateur is ready to pay. Put the quality in your Amateur Finishing, and you'll get the price.

EXPRESS SHIPMENTS.

We assume that the majority of our customers are aware of the terms and conditions under which the express companies operating in the Dominion agree to accept, carry and deliver merchandise, but for the benefit of those who are not absolutely familiar with the conditions we would suggest that they read the terms and conditions as printed on the back of the receipts issued by the various companies. These receipts are uniform in wording. Furthermore, we call our customers' attention to the headlines printed in red ink on the top of each receipt, which read as follows:

"Liability limited to \$50.00 unless higher value is declared by shipper and inserted herein."

When goods are ordered from us by express, we will ship by the route specified. If the route is not specified, and more than one express company reaches the same point, we use our judgment.

After packing goods carefully, delivering, and obtaining from the express company their receipt in good order, naturally our responsibility ceases. On the bottom of each one of our invoices is printed the following:

"In case of loss or damage make claim on carrier who has receipted for goods in first-class order."

It is very seldom that our customers have any cause for complaint on express shipments, but when they do their claim should be filed against that certain express company at once, and we would call our customers' attention to article "K" printed on the back of express receipts, reading as follows:

"The company shall not be liable for any damage for partial loss or shortage unless written notice thereof is given at any office of the company within thirty days from delivery."

Also, article "M" reading as follows:

"The company shall not be liable for non-delivery or loss or destruction of the shipment in Canada unless written notice thereof is given at any office of the company within four months of the time when delivery, in the ordinary course of transit, should have been made."

Furthermore, it has been our custom heretofore to declare the value of express shipments when that sum exceeded \$50.00. This causes an extra charge to be made by the express company. The article on the back of the express receipt reads as below:

"If the shipper does not declare the value of the shipment, liability is limited to \$50.00, or if less, to the actual value of the shipment. If the shipper desires the company to assume liability in excess of \$50.00, an additional charge will be made as provided by the classification."

We do not know that any of our customers have asked us to give the value of a shipment of merchandise beyond \$50.00, but it has been our policy in the past to do so, but the majority of shippers do not do this. On and after September 1st we shall not attempt to do so. Shipping instructions from our dealers will be followed, but we will not attempt to place the value on any shipment unless the customer requests us to do so. As we are about to change our policy in this direction, it will be necessary for a customer to specify on each and every order if he wants the value of the shipment given on the express receipt when the same exceeds \$50.00. If the customer says

nothing about the valuation, we will not attempt to specify. Please bear in mind that we will handle these express shipments the way our customers desire them, but we must have a set rule, and we believe that the majority of our customers do not feel the necessity of naming the valuation when the same exceeds \$50.00, and for which they pay an additional sum.



WARNING

IN DEVELOPING FILM PACKS.

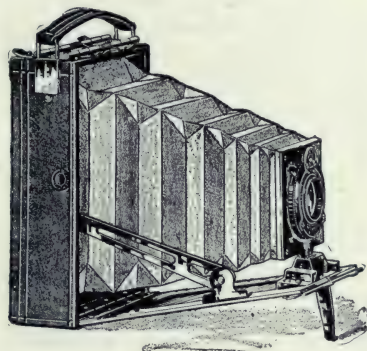
A dealer wrote us a few days ago, to the effect that his finishing department was having trouble with the Film Pack, in cases where partly exposed packs were sent in.

After removing the exposed films, said he, the remainder of the pack was, of course, returned to the customer, but when it came back again for development of the remainder of the films, they were found to be more or less fogged.

If your finishing department is having trouble of this kind, it is because it has overlooked an important caution, which is a part of the instructions with each film pack.

In removing one or more films for development, before all are exposed, do not remove the part of the "Safety Cover" which has been drawn around to the back, as this securely covers the film which has been drawn around and protects it from light which might creep through the back flap. In case the safety cover should be removed with the exposed film, before returning the pack to camera or adapter, be sure and slide the safety cover back up into the back of the pack.

Just a trifle larger than the picture it makes



Premoette Jr.

So small that you'd hardly think it could make $2\frac{1}{4} \times 3\frac{1}{4}$ pictures. Made of aluminum, fitted with Kodak Ball Bearing shutter and tested lens, it is a marvel of compactness and dependability.

**The finest little camera
for \$5.00 you ever saw**

We want to show it to you. Step into the store and get a Premo catalogue. No obligation, but if you like pictures we would like to show you how easily you can make them yourself with a Premo.

JOHN DOE & CO.

1234 Premo Street

Cut No. 344D

**Please make your orders
for Premo Portrait Attach-
ments read as they are list-
ed on page 41 of the 1913
Premo Catalogue ; if you
don't, there's a chance of
your not getting what you
wanted.**

1913 CONDENSED PRICE LIST.

Every day we get orders for goods that we do not handle, or orders so made out that we have to guess what is really wanted. We know that this condition is not peculiar to our business, and publish year by year, a Condensed Price List, in which will be found all the goods we sell, with prices opposite each item. The Condensed List is meant to show what we have, and how we have it. Please use the copy we have sent you in making up your orders, and as a reference book in answering enquiries. Notice that there is a discount sheet for the full line, at the end, which may be removed if you think it advisable.

ON REQUEST.

KODAK SUMMER AND BROWNIE BOOKLETS.—Most of our customers have ordered and received a supply of these abridged catalogues. If any dealer has none, it is most likely because he did not ask for them—booklets, except Kodak catalogues, being supplied only on request. The purpose of these booklets is to provide you with ammunition for use in going after trade by mail, as well as for counter use.

PREMO CATALOGUE AND SUMMER BOOKLET.—These also are supplied on request only. Of course sample copies are mailed to each dealer, but it is up to the individual dealer to ask for his supply. The Premo Booklet is of 24 pages, about $3\frac{1}{2} \times 5\frac{1}{2}$ inches, just the right size for mailing purposes, like the Kodak Summer and Brownie Booklets.

VELOX MANUALS, "AT HOME WITH THE KODAK" AND "BY

FLASHLIGHT" are other useful booklets, with which we shall be glad to supply you in reasonable quantities, if you will only ask for them and use them.

THE CASE FOR SUNDRIES.

In your Kodak Department the whole scheme of things is to build up as large a demand as possible for film and paper, which really constitute the leading staples of the amateur photographic line. To this end you display your cameras consistently and push them hard, having an eye to the profit from immediate sales, as well as from those that are to follow in the train of each camera sold.

Do you always figure that the items of Sundry Merchandise in your stock, though they may seem inconsiderable, have a real value to you, both in the actual selling of them and in the admitted fact that they help your customers to do better work, thus tending to build up that demand—which you are so anxious to increase—for the leaders.

Tripods, with Portrait Attachments, open up a new field and so does Flash material. Flash Sheet Holders make Flash work easy. Velox Water Colors will create a lasting enthusiasm for pictures, which will reflect itself in the increased consumption of film and paper bought of you.

Then, too, "Sundries" offer a great stimulant for the jaded enthusiasm of that good customer who is just about to give up picture taking, for by their help you are enabled to interest him in a new field of work. By all means display Sundries and talk them up, explaining the use of each article.



ELON

is the trade name we have given to a chemical preparation which the most rigid tests have warranted us in recommending for use with Hydrochinon in photographic formulæ.

Our confidence in Elon is shown by our direction sheets from which all mention of an alternative for Elon is gradually being omitted.

THE PRICE:

	Per Oz.	Per $\frac{1}{4}$ Lb.	Per $\frac{1}{2}$ Lb.	Per Lb.
Bottle - - -	\$0.50	1.85	3.50	6.50

Discount—33 1-3%, or 40% in lots amounting to 10 lbs. assorted. 10 lb. can—net \$3.75 per lb.



LATENT SALES.

"Latent" means lying hid—not on the surface, and is a word much used by newspaper writers when they write about the glorious possibilities of the Dominion. In other words, they mean to say that the people of Canada have to "dig."

The same word can be well applied to the possibilities of selling cameras, for there are all sorts of chances to add to the number of your customers, though in many cases a little special effort is needed to clinch the sale.

One conspicuous example is to be found in the young mother who yearns for pictures of her baby, and yet will blandly assure you that she has always intended to get a camera, but somehow never got around to it. In a case like this, wouldn't the most effective means be in showing pictures of other babies, made in the home by the father or mother, with just a Kodak and Portrait Attachment? But you've got to "dig."

Another example of latent camera sales is to be found in the business man who has year after year thought about buying a Kodak to take with him on his vacation, but the sale was never clinched because the pleasure and simplicity of Amateur Photography were never brought home to him with full conviction. Here again, samples of other peoples' work, of the kind in which he is interested, will most certainly make him buy. You've got to "dig" again.

It all resolves itself into a matter of showing the customer. By illustrating your skillful sales talk with good samples of work of the kind in which the particular customer is interested, you will remove that sale

from the *latent* class and make it a *real* one.



Three's no crowd
when the third's a

KODAK

The most interesting of all pictures are those which you make yourself, of the persons and things in which you are personally interested.

And you need no skill to Kodak. Let us show you how easy it is and help you to a selection from our complete stock.

Kodaks, \$7.00 to \$65.00.

Brownies, \$1.00 to \$12.00.

RICHARD ROE & CO.

Single Column Cut No. 131B.
Double Column Cut No. 131A.

With each delivery of prints
suggest

**Velox Transparent
Water Color Stamps.**

1914 HALCYON CALENDARS

Each year finds a larger number of dealers making nice extra profits out of Calendars for their holiday season. The demand is on the increase simply because these Calendars meet a long-felt want for something inexpensive to solve the problem of small remembrances.

Our line of Calendars for 1914 is, we think, the best we have ever put on the market. As the illustrations on pages 8 and 9 show, they are most attractive in design, and have the advantage of mounting by the slip-in method.

The mount proper is made of good weight White Leatherette stock, with a rich grey flap, lace finish. The surface of the card is finished in bead effect, brought up in color—grey enamel—and the pad attached is of the highest quality, being made of light grey rag stock, with tinted embossed design in colors to harmonize with the balance of the card.

The effect of the Calendar as a whole is one of richness and quality. Prints of practically any tone may be suitably mounted in these Calendars.

The 1914 Halcyon Calendar is made in two styles, as listed below, 5 sizes for horizontal and 2 sizes for vertical pictures, and, as the large illustration shows, the shape of the card for horizontal prints is one that will instantly attract attention.

Make the most of these Calendars, for they will sell readily if you have a good stock and display them prominently. We are making a rather early start this year, because in former years some dealers have had difficulty in getting a sufficient quantity, but this year there will be

no reason for anyone being short of calendars. The idea is to make your selection and get your orders in to us as promptly as possible, for we are now filling orders. Help us to gauge the quantity we will require by ordering promptly.

THE PRICE.

1914 HALCYON CALENDARS.

No.	Size	Size Outside	Price per Hundred
Horizontal 1	2½x3¼	6½x6½	\$ 8.50
Horizontal 2	2½x4¼	7 x7	9.00
Horizontal 3	3¼x4¼	7¾x7¾	9.50
Horizontal 4	3¼x5½	8¼x8¼	11.00
Horizontal 5	4 x5	8¼x8¾	11.00
Vertical... 6	2½x4¼	4½x10¼	9.00
Vertical... 7	3¼x5½	5¼x12¼	11.00

Supplied in grey only, boxes of 25 each. No orders accepted for less than six calendars of one size.

Discount 40%.

PADS FOR 1914 HALCYON CALENDARS.

Price.....\$1.25 per hundred.

Discount to trade, 25%.

AZO K.

A NEW GRADE

Azo K is a new grade, which we are offering particularly for use by Studios which are run on the "Finished While You Wait" plan.

The surface of Azo K is Semi-gloss and the emulsion is coated on especially firm stock, rendering it particularly suitable for use when postal cards must be delivered wet. In addition to these features, grade "K" has a decidedly pleasing warm tone.

Manufactured only in the form of Double Weight paper and Postal Cards.

Price and discount the same as for other Azo Double Weight and Postal Cards.



1914 Halcyon Calendars

Also see page 9. For full description and price list read article on page 7



SEASONABLE GOODS.

It's the repeat orders that develop a business into a profitable condition, and you naturally do everything you can think of to secure "repeats." This applies to your Kodak Department as well as to your general business.

After all, it's the little things that count in keeping sales moving in good volume, and you can help out

your sales of Velox paper and supplies for printing by consistently pushing Negative Albums among your customers at this season of the year. You know yourself, that there are scores of your customers who have no systematic way of keeping their negatives, with the result that your Finishing Department loses a good deal of work in the "repeats" that might be coming in, but do not, simply because these amateurs can't lay their hands on the negatives.

August and September make the most opportune season for pushing Negative Albums, and you will be surprised at the number you will sell if you will only talk them up and display them. If you publish a circular or "Store News" for house to house distribution among your trade, give Negative Albums a little space, and you may illustrate the Album by means of Electrotpe No. 264-B in the Kodak Cut sheet, which you can have for the asking.



ERROR IN PREMO CATALOGUE.

On page 30 of the 1913 Premo Catalogue the line giving prices of R.O.C. View Camera reads as follows:

R. O. C. View with 5x7 6½x8½ 8x10
Case and Holder. \$12.00 \$13.00 \$4.00

Through a typographical error the figure "1" was omitted before the "4" in giving price of 8 x 10 size, but this is so obviously incorrect that it should cause no inconvenience. Please point out to your clerks and customers that the line in question should read:

R. O. C. View with 5x7 6½x8½ 8x10
Case and Holder. \$12.00 \$13.00 \$14.00

IT'S WORTH DOING WELL.

MAKE YOUR NEWSPAPER ADVERTISING AS EFFECTIVE AS POSSIBLE.
GET WHAT YOU PAY FOR.

Every day there come to us a large number of newspapers showing advertisements of Kodak dealers from all sections of Canada.

They show what Kodak dealers are doing to get the multitude which our general advertising has interested, into their particular stores.

In looking these advertisements over, day after day, we have made a number of interesting discoveries.

Many of the dealers are regular advertisers, that is, in towns where there are daily papers, their advertisement appears once or twice, sometimes three times every week. In towns where there are only weekly papers, their advertising appears in every issue. And this is the kind of advertising that pays best.

It is the steady, persistent use of advertising that counts, and not the sporadic, occasional use of space. Advertising is not a hundred yard dash, it is a Marathon.

If it's worth doing at all, it's worth doing well. See to it then, that your advertising is the persistent, regular, everlastingly-at-it kind. It will pay you in the end.

Much of the dealer advertising that comes to us is attractive in layout and forcible in copy, and shows great care in preparation. Some of it is based upon the suggested ads. which appear monthly in the Trade Circular, some is originated by the dealers themselves.

But there is some which is al-

most repellent in appearance, weak in its story, and looking as though it had been thrown together hit or miss by the printer's devil.

While we do not claim to know it all in advertising, and appreciate the fact that the local dealer knows his own public better than we do, yet our experience has been so long and varied that we do not believe it will be presumptuous in us to offer a few suggestions on this important subject.

LAYOUTS. The layout of an advertisement means its form or general appearance, and of course each advertisement should be planned, so far as possible, to attract attention, but be sure that the attention attracted is favorable attention.

Highly ornamental rules, coarsely humorous illustrations, freaky type faces, and the like, should be avoided, for while they might attract a moment's attention because of their unusualness, they jar upon the sensibilities, and the impression created is unfavorable.

Use plain rules, good readable type, and illustrations that possess human interest. Take, for instance, the sketchy illustrations shown in our Cut Sheet. Each one of these has a clean, wholesome human appeal in it, suggesting to the reader a situation which he himself might very easily be in.

The use of camera cuts for illustration is excellent, as they get right down to the brass tacks of what you have to offer, and, in themselves, catch the eye.

In connection with the use of camera cuts, be careful that the cuts which you send to the papers

are used for your advertisements and yours alone. We find in some cases that newspapers have used Kodak cuts supplied to our dealers to illustrate advertisements run by dealers handling inferior goods.

A paper has absolutely no right to use a cut furnished by you, to illustrate advertisements run by your competitors, and it's to your advantage to see that nothing of this kind occurs in your town.

COPY. The copy or story that the advertisement tells, should be brief and directly to the point. Avoid too free use of italics or underscored phrases, and do not crowd too much matter into a limited space. It is well to use, where occasion permits, one of the common phrases used in our general advertising, such as "Take a Kodak with you," "Every good time is a good time to Kodak," "Get out in the open with a Premo," and others. The use of such phrases connects up your local advertising directly with our general advertising.

Change copy often. People don't care to read the same story over and over again. Alternate Kodak, Brownie and Premo advertising. Give your layout and copy the aspect of newness.

Be sure that all the statements made in the advertisement are correct, and do not use Premo or Brownie cuts when you are advertising just Kodaks, or vice versa. Of course, if you are running a general advertisement, a general cut will suffice, but if you are advertising a Premoette Jr. use a Premoette Jr. cut, and so on.

A very common error in the advertisements which come to us is

in the application of the word Kodak. Such statements as "We handle only Eastman Kodaks," "Eastman Kodaks are the best Kodaks made," and the like, are harmful to both you and us, as they suggest that there is some other make of Kodak. Such, of course, is not the case. We have advertised for years "If it isn't an Eastman, it isn't a Kodak," and such statements as the above tend to discredit this statement and lead people to believe that any camera may be properly called a Kodak.

Kodak is our registered and common law trade-mark, and is applicable only to certain goods of our manufacture to which we apply it.

Some dealers advertise Kodaks from \$1.00 to \$65.00. This is a misstatement, as the Brownie camera is not a Kodak, and the cheapest Kodak camera is the Vest Pocket Kodak, at \$7.00.

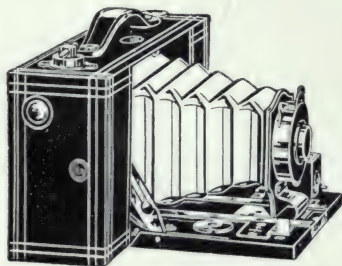
Finally, keep watch over your advertisements as printed. Be sure that you get what you pay for. Advertising space costs money, and you are entitled to satisfactory service for yours. Advertisements come to us with the camera cuts in them upside down, or crooked, or, in some cases, so poorly printed as to bear no resemblance to a camera. In some, words are misspelled or left out, rules are broken, antediluvian type is used, spacing is out of all proportion.

There's a simple remedy for conditions of this kind. The paper is the seller, it wants your advertising, it solicits your business upon the proposition that the advertising will benefit you, and you

are entitled to the full benefit. But if, through the paper's fault, the advertisement is so poorly arranged, or set, or printed, that you can not get the full benefit from it, the publisher can't expect you to pay for it. Watch your advertisements in every issue, and if there's ever anything wrong, complain, and complain strenuously.

Get what you pay for.

**We can outfit you with
a dependable camera at
small expense.**



No. 2A Pocket BROWNIE

Made by Kodak workmen in the Kodak factory, and works like the Kodaks. Pictures, $2\frac{1}{2} \times 4\frac{1}{4}$. Price, \$7.00.

Let us show you how easily you can make good pictures with one of these simple cameras.

RICHARD ROE & CO.

SPEED FILM DEVELOPMENT

When Speed Film was first put out, it required 25% more development than did the regular film.

Some three or four months ago, however, it was found possible to produce Speed Film which could be developed in exactly the same time as the regular N. C.

Notice of this now appears in all the instruction sheets, but so that there may be no possible misunderstanding, we take this opportunity to announce to the trade in general that Speed Film should be developed the same as regular N. C.,—twenty minutes by the tank system, with normal developer at 65° Fahr.



PLENTY OF $3 \times 5\frac{1}{4}$ FILM PACKS.

Every once in a while, we get a letter from an amateur to the effect that he has been unable to get a $3 \times 5\frac{1}{4}$ film pack in his town and that the dealers tell him that this size is no longer made. Some time ago, when we introduced the new 3A ($3\frac{1}{4} \times 5\frac{1}{2}$) size, it is true that we discontinued the $3 \times 5\frac{1}{4}$ cameras, but a very great number of those cameras had been sold and thousands are in use to-day.

We carry a full stock of $3 \times 5\frac{1}{4}$ film packs, and every dealer should see to it that his salespeople know that this size can be as easily obtained as any other. Don't let business get away from you through any lack of knowledge among your salespeople.

**Read Important Notice
on Page 2.**

BY PRICE ALONE.

Price, and price alone, is a poor guide in the purchasing of photographic chemicals, for the chances of adulteration are infinite.

We are manufacturers of photographic paper, film and dry plates, as well as of cameras, not claiming to be manufacturers of photographic chemicals. However, we realize by experience that the best way to insure the continuous and successful use of our products by any consumer is to provide him with chemicals which will give the best results under every condition.

C. K. Tested Chemicals have made a name for themselves for uniform strength and dependability, so much so, that C. K. Sodas, Carbonate and Sulphite, even though they may cost a little more than other brands, have attained such a strong position that we believe they are being used by the majority of the profession throughout every Province of the Dominion.

This uniformity of strength and dependability is not peculiar to the Sodas, but will be found in every member of the C. K. Tested Chemical family.

A good example of the dependability of C. K. Tested Chemicals is to be found in the incident set forth below.

A certain good photographer registered a complaint with one of our demonstrators on Iris A, which he said was running *hard* and lacked Artura softness. As soon as he struck the trouble he concluded the paper was at fault.

The demonstrator was somewhat taken aback at this broad statement, and arranged for a test. Taking a sheet of the paper which the photographer had found *hard*, he cut it in halves. Next he made up

two lots of developer, using Elon in one, but in the other, the developing agent the photographer had on hand.

In regular time, using the developer made up with Elon, one half sheet gave a perfect print. Using the developer made with the other agent, the other half sheet showed hardness, even by prolonged development.

After several tests it was found that to make up a developer of proper strength, *twice* as much of the other agent was necessary, as of Elon.

The sole recommendation of that other "Agent" was low price., but it proved mighty expensive.

Isn't it reasonable to suppose that the manufacturers of Sensitized materials are best qualified to say *what* chemicals will work best with their goods, and isn't it true economy to use material that is guaranteed rather than material which makes its appeal solely because of cheapness?



FOR LARGER PICTURES.

Hundreds of your good customers would like enlargements made from their negatives, but never get them, simply because they labor under the delusion that enlarging is an intricate process, away beyond the power of the humble amateur.

Display Enlarging Cameras and push them hard. Good sales of Enlarging Cameras mean to you a large increase in business, not only in the immediate sales of large-sized paper and supplies, but in the warmer enthusiasm for picture making that will be aroused in your customers by their being able to make large pictures from small negatives.

You not only profit on the book, but you lay the ground for much future business, in pushing

“How to Make Good Pictures”

It creates new interest in flashlight work, home portraiture, tank development, photography in general.



*"If it isn't an Eastman,
It isn't a Kodak."*

Take a
KODAK
with you

Get it at our store, and when you come back, bring your films to us for the most prompt quality developing and printing service.

We carry the best of everything for photography.

KODAKS, \$7.00 to \$65.00. BROWNIES, \$1.00 to \$12.00.

PREMOS, \$1.50 to \$150.00.

Fresh film, paper and general supplies, always in stock.

RICHARD ROE & COMPANY.

Canadian Kodak Co., Limited

Trade Circular.

"FOR YOUR INTERESTS AND OUR OWN"

Vol. X, No. 5

TORONTO, CANADA

September, 1913

THAT ANCIENT TRADITION.

THERE IS NO KODAK SEASON. KODAKERY IS IN SEASON
ALL YEAR ROUND.

September and October are difficult months for the Photographic dealer. They are between seasons climatically, and for many a dealer they are between seasons photographically—the *On* season and the *Off* season for amateurs.

July and August have had, or should have had, every dealer going at top speed, and he looks forward to September as a period of relief, being predisposed to that view by a hoary tradition that Labor Day meant the last day of summer and at once of the amateur season.

Generally, there have been more ancient traditions and time-honored fallacies upset in the last few years than in any other period, and the tradition about Photographic seasons would meet its upset if everybody interested in the sale of Photographic goods were to do his part and work with the others to the common end.

Amateur photographers are not so much in the same class as game, that it should be necessary to devise

seasons for them. They are affected by the same impulses and desires for pictures of the things that interest them, all the year round, and the plans that have been used so successfully in the so-called *On* season will meet with equal success in the *Off* season, though it is obvious that an allowance must in some measure be made for the difference in the climatic seasons, and for the effect this tradition has had on the amateurs.

Right now you should consider carefully and decide once for all whether or not you will break free from that ancient tradition. There are many reasons, but the strongest of them all is one of self-interest—increasing your sales and your profits.

This issue of the Trade Circular is practically given over to Fall and Winter business, and we feel sure that dealers who follow the suggestions offered will be amply repaid in the greatly increased sales they will make.

EVERY DAY A GOOD DAY.

It has been a good Kodak summer.

More Kodaks and Brownie Cameras have been sold than ever before and prospects for a great fall and holiday business are bright.

Think of the tens of thousands of vacationers just returned, and of the multitude with their outings still before them and of the business this means for you if you go after it.

No more does the end of summer mean the laying aside of the camera; the experienced amateur knows that the Kodak season is year 'round, and we are and will continue to do our part in telling the novitiate of the many seasonable delights of Kodakery.

After all it is the dealer, the one who comes in personal contact with the customer who can do the most.

Just because summer is over, do not neglect your window displays; keep them fresh and interesting every day in the year.

Just at present an album and print display, with a few good enlargements, will strongly appeal to the returned vacationer, and likewise show the novice the possibilities. A little later, show flash sheets, the Flash Sheet Holder, together with some good flash light pictures.

An "At Home With the Kodak" window is always seasonable.

Change your windows frequently and make your displays simple. One story, simply but strongly told, is far better than a miscellaneous display.

Keep your salespeople gingered up, have them show and explain the seasonable sundries. All the

sundries carry a good profit and you can double your sales on them if they are shown and explained.

Impress upon your salespeople that it is not salesmanship to simply sell a customer what he asks for without attempting to interest him in anything else.

Watch closely the sale of sundries and let your employees know you are watching, and then watch the sales-slip in your cash register lengthen.

Play the game to the limit every week, every month in the year, never let up—there is *no* off season for Kodakery.

PUSH WOODMATS.

The Woodmat, listed for the first time in 1913 catalogue, on page 57, is a novelty which has met with a large sale wherever it has been displayed and talked up, and the sale of these would be increased considerably if more amateurs knew about them.

You know the fad the young people have of decorating their rooms with all kinds of small pictures framed principally with passe-partout. An effective substitute for the passe-partout is the Woodmat, because it is so simple to use. It comes in five different sizes with hooks already attached for hanging on the wall. When you have slipped the picture in, it is complete.

"Have the goods in stock," and "Show the goods," are two maxims that are well worth adopting as your own.



Kodak Tested Chemicals

Every chemical that bears the Kodak Tested Chemical Seal is of reliable strength and quality, the seal being a real warranty.

Isn't it good policy to offer your customers chemicals which you can guarantee to them, because those chemicals are guaranteed to you by the manufacturers of the sensitized material you are selling?

You know that quality wins in the long run, and the difference in cost between unreliable and *the* reliable goods is insignificant.

Put Your Trust in Kodak Tested Chemicals.



ON CALENDARS.

Year after year the Calendar proposition causes us to do considerable pondering and hard thinking as to whether or not our particular style will take, and we anxiously watch the first orders from dealers to find out whether our Calendar has their approval.

With the 1914 Halcyon Calendar we didn't have to wait very long for indications of general approval, because our advance sales of calendars have been larger this year than ever before, and our anxiety was at once relieved. However, we wish to drive home the point that new or repeat orders should be placed early, and large enough to take care of your requirements, as we cannot guarantee to fill orders for all sizes after November 1st.

The Halcyon Calendar will appeal to your customers just as it appealed to you. It successfully meets the demand for a remembrance at the holiday season, one that combines good taste with real quality and yet affords an opportunity for individuality.

Get an early start in putting Calendars before the people of your town. Practically all that's required is merely displaying them in a prominent place, and back up the suggestions made by the goods themselves by talking them up to each and every customer.

NEW CUT SHEET.

With the 1913 Condensed Price List we sent to each dealer a sheet showing cuts which we shall be glad to supply to Kodak dealers for use in their advertising. Please note that this latest sheet cancels all preceding ones and please use it in

ordering. Cuts shown on preceding sheets but not on this latest are no longer to be had.

Now's the Time to PUSH:

Brownie Enlarging
Cameras.

Velox Water Color
Stamp Outfits.

Portrait Attachments
and Color Screens.

"How to Make
Good Pictures."

The Kodiopticon.

Albums for Prints
and Albums for
Negatives.

And Boost "Home
Portraiture."

SUGGESTIONS FOR THE FALL.

During the summer thousands of amateurs have been taking thousands of pictures, but owing to the numerous out-door attractions many of them have been waiting for the cooler weather and longer evenings to make prints from their negatives. A certain percentage of these amateurs are your customers, and now is the time to put before them the various sundries and appliances for print making.

Everyone will need a fresh supply of chemicals and paper; some will need new trays and graduates, and others will need printing frames. Then there are the various little trifles that, though not absolutely necessary, are real conveniences in picture-making. Many of these things may be unknown to your customers and a judicious explanation of their use may be all that is necessary to effect a sale.

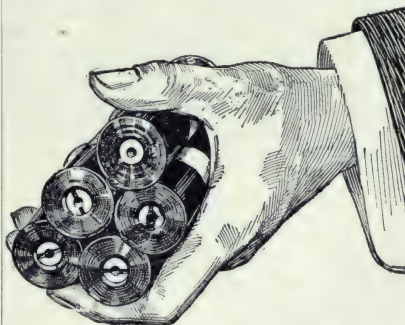
Tell your customers how they may pass pleasant evenings coloring their snapshots with Velox Water Color Stamps. Anyone not familiar with this method is apt to think that this branch of Kodakery is open only to artists, but a few words from you will be sufficient to give your customers a different idea and to induce them to indulge in the pastime. Push the Velox Water Color Outfit, which contains the necessary material in handy form.

When the prints are made, there should be a call for albums and mounts, also Dry Mounting Tissue. The scheme followed by many amateurs, of preserving all the pictures taken on one trip or vacation in one album, is a suggestion that could be passed along to other amateurs.

Such an album as this is a very welcome remembrance at Christmas time for the host or hostess of the vacation season, or one of the friends with whom the vacation was spent.

Dealers in rural districts have an even greater opportunity than those located in the larger centres for doing Kodak business during the winter season. People living in the country districts welcome an added diversion for the winter evenings, and Kodakery is a pastime in which the whole family may join.

A handful of film cartridges--the only ammunition you need



When you
Hunt with a

KODAK

Only see that they are loaded with genuine Kodak film. "Kodak" on the spool end identifies the genuine.

*We keep only the genuine
Kodak goods.*

RICHARD ROE & CO.

Single Col. Cut No. 271B.
Double Col. Cut No. 271A.



CANADIAN NAT

Not "The Greatest Show on Earth," but "The Greatest Annual Show on Earth" is the claim made for the Canadian National Exhibition, which has just closed in Toronto.

Careful thinkers of high standing in the Dominion have expressed

the opinion that the C.N.E., which has been held for years during the last week in August and the first week in September, has done as much for boosting Canadian manufacture and commerce as any other single force. It pulls visitors from every section of the Dominion, as well as from the U.S., for the rail-



AL EXHIBITION.

roads offer special excursion rates. Deputations of foreign manufacturers and merchants make it a point to take in the C.N.E. because it affords such splendid opportunities for studying the resources and commerce of Canada.

As Canadian manufacturers, employing several hundred hands, we take part in this Exhibition, the

illustrations above showing the Kodak booth in the Manufacturers' Building this year.

A pleasant feature of the 1913 Exhibition was the fact that we had Kodak dealers from the Atlantic to the Pacific dropping in on us, everyone of whom we were glad to see because of the opportunity for getting acquainted.

IS THIS YOUR CASE ?

Not long ago a dealer living in a suburb of a large city, wrote as follows:

"We are desirous of increasing our Kodak business and are writing to you to ask if you will assist us in getting up an advertising campaign.

We are under very peculiar conditions, being located in a suburban, residential section with a population of about three thousand, which has no newspaper of its own.

The street car service can not be brought to our assistance as we are off the trolley line. Now I know that our people do buy and will buy cameras if we can reach them in the right way, as we have them tell us that they bought a camera from some of the downtown merchants and come to us for their sundries."

A series of follow-up letters and a small folder with cuts were suggested. Both suggestions met the dealer's hearty approval, and being a man of action, he got busy at once. The follow-up letters are now going out systematically to a special mailing list, and the little folders are enclosed with other mail matter, such as statements, and in all packages.

There is always some new way of getting business—always some way to advertise Kodak goods to advantage, even when the ordinary means are not available. Think it over.

If you need advice, our Advertising Department is at your service. We try to make our Advertising Department a clearing house for advertising helps of all kinds. We will go a long way to help the dealer who is putting the kind and quality of energy into his advertising efforts which the above correspondent shows.



You can do your own developing and printing at home—it's just as easy as the picture taking, with a

Kodak Film Tank

No dark-room required, no bother—no mussy chemicals. But a delightful recreation for grownups or youngsters.

Kodak and Kodak supplies always on hand and always new.

RICHARD ROE & CO.

Single Col. Cut No. 255B

Double Col. Cut No. 254A

Brownie Enlarging Camera Time--

Have one set up where you can explain it.

NOT IN YOUR STORE?

We occasionally have complaints from customers who have purchased cameras of our manufacture that no manual accompanied the camera, and in some cases that dealers have given them a manual for some other camera, saying it would serve equally well.

This is wrong.

Due to our rigid system of packing it is not probable that one camera in several thousand leaves our factory without the proper manual being included in the package.

See to it that you have on hand a supply of such manuals as are most apt to be called for. Also that no camera is placed in the hands of a customer without the proper manual.

Your success and ours depend upon the amateur securing good results and he should never be placed under the absurd handicap of lack of proper instruction in the use of the camera he has purchased.

For our mutual benefit see to it that no manuals are abstracted from the original package, and have an extra supply of manuals on hand for customers requiring them.

Free for the asking:

"At Home With the Kodak."

"By Flashlight."

"Velox Manual."

"Tank Books."

**Use the booklets we offer.
They'll help make new
customers.**

EXPLICIT.

On one or two occasions we have felt it advisable to offer you a few suggestions relative to making your orders explicit, and telling you of some of the difficulties of our Order Department in correct interpretation.

It would appear, however, that we are not the only ones who receive orders couched in ambiguous terms, as is witnessed by the following letter received by a Kodak dealer and submitted as a curiosity:

— — — — — & Co.:—

"I am sending you a film to be developed and printed, do not mount them. Please do not make any mistake.

1. one dozen pictures of a young man standing up—or a boy about 15 years old.
2. one dozen pictures of a group of four standing up, one little girl and boy about of a size and a man and woman.
3. (2) too pictures of a lady about fifty-five years of age.
4. one dozen pictures of a group of four a man and woman, little boy, and a girl about thirteen years old.
5. one half a dozen pictures of a group of six groan people and two children and three horses.

6. one dozen pictures of a young man with his beard on.

There is a two pictures in there it will be hard to tell what one to give me a half a dozen of and what one to give me a dozen of, the only difference there is one has a beard on and a light colored suite of clothes the other hasent got any beard and has a brown sute of clothes on. The one that has got the heard and the light sute of clothes on I want ½ a dozen of. The other I want one dozen of. Please be careful about making mistakes. Please send them as quickle as Possible. I want them this week any way if I can get them. Please save the film boxes and film spools.

Yours truly

— — — — —,"

Zeiss-Kodak f.6.3
Helps out on the short days.

"FOR YOUR INTERESTS AND OUR OWN."

Heading each issue of the "Trade Circular" you will find "For your interests and our own"; the Trade Circular was established and has been continued as being the most effective medium for direct communication between ourselves and the dealers handling our products. In its pages you will find announcements of new products, notations regarding changes in prices and discounts, and a vast amount of other important and helpful information that we can impart to you in no other way. *If you do not carefully read every issue of the Trade Circular, you are missing information vitally important to your success.*

That the Trade Circular has been a decided factor in business building is evidenced by the following letter:

"The 'Trade Circular' has been one of my greatest helps in building up the Kodak business I now enjoy. It is written in a very forceful and careful manner, and I read it with the greatest interest. Generally, in fact, nearly always it is beyond criticism."

Yours truly,

The successful dealer takes advantage of every aid offered him by the manufacturer; he keeps himself posted by reading thoughtfully and carefully all information sent him, and it will pay every Kodak dealer to read every issue of the Trade Circular published "For your interests and our own."

PREMOETTE JR.

Nos. 1 and 1A.

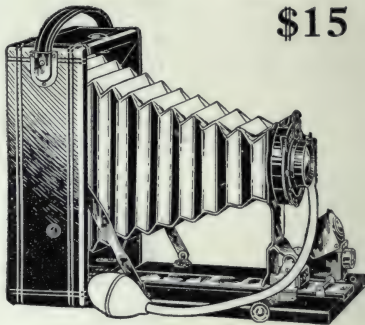
In ordering, please remember that there are now two sizes of Premo-

ette Jr. cameras—No. 1, taking pictures $2\frac{1}{4} \times 3\frac{1}{4}$ inches, and No. 1A, taking pictures $2\frac{1}{2} \times 4\frac{1}{4}$ inches. Each of these cameras is supplied with single lens and double lens, as listed on page 10 of 1913 Premo Catalogue.

Please bring this information to the attention of your assistants.

An Exceptional Camera for

\$15



3A

Pocket Premo C

Takes films or plates with equal facility, permits ground glass focusing with either and is as light and compact as a purely film camera.

We will be very glad to show you this desirable camera and others of the celebrated Premo line. We carry a complete stock of photographic supplies and our knowledge of photography is always at your service.

JOHN DOE & CO.

1234 Premo Street

THE BETTER WAY.

In this day of folders and thin mountings, to say nothing of the ever increasing use of thin leaved albums by the amateur, Dry Mounting Tissue is rapidly becoming recognized as the only means for holding the print in contact with the mount without cockling or buckling.

The use of Dry Mounting Tissue by the professional or amateur finisher allows him to turn out his work with every mount, or album leaf, no matter how thin, perfectly smooth and flat, and solidly mounted to stay—a feat impossible with any other mountant.

For the rapid mounting of prints with Dry Mounting Tissue we have the Kodak Dry Mounting Press, made in two sizes, 5 x 7 and 11 x 14. Each of the presses may be used for work twice their width and of any length, by giving a number of impressions.

There are new models in both sizes that do the work perfectly every time, an improved method for equal heating and pressure having been incorporated.

The price of the Kodak Dry Mounting Press 5 x 7 is fifteen dollars; the 11 x 14, fifty dollars.

Velox Transparent Water Color Stamp. Outfit

**A sure seller to the returned
vacationist.**

EASTMAN MASK CHART 11 x 14.

In the June Trade Circular we announced the Eastman Mask Chart, for producing printing masks up to 8 x 10 inches.

The chart met with instant favor with printers everywhere, and there has been a strong demand for a chart affording openings up to 11 x 14 inches, which we will be in a position to supply.

THE PRICE.

Eastman Mask Chart, 11 x 14,	
per dozen,	- - - - \$.30
Discount to the trade,	- - - - 33 $\frac{1}{3}$ %

“How to Make Good Pictures”

**The best book for the
amateur ever written.**

**Clear, concise, pro-
fusely illustrated --- a
big help to better
results.**

PRICE:

Paper Cover	- -	25 cents
Library Edition	-	\$ 1.00

Discount 33 $\frac{1}{3}$ %

English and French Editions

KODAK



Let the boys bring home the story of the hike, the camp, and each day's fun, in pictures. With a Kodak or Brownie, they can also develop right on the field, in daylight. Easy to carry, simple to operate.

KODAKS \$5.00 and up. BROWNIE, \$1.00 to \$12.00

Film supplies always on hand and always new.

RICHARD ROE & COMPANY

Canadian Kodak Co., Limited

Trade Circular.

"FOR YOUR INTERESTS AND OUR OWN"

Vol. X, No. 6

TORONTO, CANADA

October, 1913

ANNOUNCEMENT!

**KODAKERY.—A Magazine for Amateur Photographers.
A Help for You at Our Expense.**

It was the shortest sighted man on earth who said to us: "You must make a lot of money on the films that are wasted by the amateur."

We don't. We lose money on every one of them. So do you. There's nothing that will kill off the crop of future amateurs like photographic failures. There's nothing that will help make new business like enthusiastic Kodakers. A bunch of good pictures shown to friends is the best possible advertising for photography.

Simpler cameras and daylight developing and uniform film and daylight papers have all helped wonderfully to bring up the average quality of amateur work. Our Manuals, The Kodak Correspondence School, the Educational

Department, for professional finishers of amateur work, the Kodak Exhibition, and our demonstrations and our cheerful willingness to answer in full all letters regarding the photographic troubles of our customers, have all helped to bring up the average of amateur work.

Now we are going a step farther.

The amateur's first year is his most trying one. He needs not merely help in the rudiments—his manual will give him that—but he needs also something to keep alive his enthusiasm, needs to be told of the many ways in which he can use his Kodak to add to his pleasure—needs to learn about portrait attachments and color screens, and tripods, and Velox water colors and enlarg-

ing, and lantern slides, and albums and the thousand and one things that will add to his enthusiasm.

To help, along these lines, we are going to send him for one year, without charge, a little magazine—title “Kodakery.” After the first twelve months, he will have to pay fifty cents a year, unless in the meantime he buys another camera: Kodak, Premo or Brownie.

The distribution plan has been worked out, but it will take some months to get it into full operation. In the manual which accompanies each camera will be a subscription blank which, when properly filled out and sent to us, will entitle the purchaser of such camera to “Kodakery” for one year without charge. Meanwhile we shall distribute a few thousand copies each month to prospects whose names we have on our lists as a result of our general advertising.

KODAKERY will be mailed regularly without charge to Kodak dealers and to purchasers of our amateur cameras who fill out and send to us the subscription blank. To all others it will be fifty cents a year, and as that price will barely cover the cost of publication and mailing, there is no discount offered to the trade.

KODAKERY will consistently keep the dealer in the foreground and will encourage, as we have always encouraged, direct dealing with the retailer. It will be bright, breezy and elemental. There will be technical articles—written, however, in such a way that the beginner can understand them. There will be many illustrations, will be news of the new goods and new processes in photography.

The first issue will be dated

November, and a copy will be mailed you during the present month.

We believe that KODAKERY has before it a great future in sustaining the interest in Kodakery.

SOLUTIONS BY FREIGHT IN WINTER.



*Reprinted from December, 1912,
Circular.*

It has been our custom to decline to ship Solutions by freight in the cold weather for the reason that there was a risk of such goods being ruined by freezing in transit, and where orders for freight shipment called for Solutions we have been in the habit of entering such items separately and writing for shipping directions via express.

This practice has not met with the approval of all our customers, and hereafter Solutions ordered shipped by freight will be forwarded that way without delay, but it is to be distinctly understood that in such cases we are merely carrying out the explicit directions of the dealer and we should not be held accountable for any loss through Solutions being frozen in transit. Our responsibility ceases after delivery to the transportation company, and receiving their receipt in good order.

Halcyon Calendars and Velox Water Colors

A most effective combination to
offer your customers at
this season.



In your Finishing Department you can afford to use none but the best of chemicals.

KODAK TESTED HYDROCHINON

is unequalled for purity and strength. There are almost as many varieties of Hydrochinon as of Sodas, but just as Kodak Sodas are recognized as the purest and strongest, so is Kodak Hydrochinon.

Packed in bottles or fibre cans for your convenience.

The Price

	1 oz.	$\frac{1}{4}$ lb.	$\frac{1}{2}$ lb.	1 lb.
Bottle	\$.15	\$.45	\$.80	\$1.50
Cans	.13	.40	.70	1.40

Discount 40 per cent.

Put your trust in Kodak Tested Chemicals.



AGAIN ON THE ROAD.

THE BIG KODAK EXHIBITION INAUGURATES ITS SECOND SEASON.

Once more the big Kodak Exhibition is in full swing. During the summer months the entire exhibit was thoroughly overhauled and put in first-class condition, and everything points to a highly successful season.

The Kodak Exhibition will be in Winnipeg, Man., at the Coliseum, from November 10th to November 15th inclusive; in Calgary, Alta., at Sherman Auditorium, from November 18th to November 22nd; and in Vancouver, B.C., at Imperial Rink, from November 25th to November 29th inclusive.

For the benefit of those dealers who may not be thoroughly familiar with the Exhibition, we give again a few descriptive details:

Hundreds of pictures from amateur negatives of every class, taken in every section of the globe, are arranged on screens to form the exhibition proper. The pictures are all enlargements and present a splendid appearance. Screens and pictures are in perfect harmony and everything in connection with the display represents the highest photographic quality, from both technical and artistic standpoints. Then there are lectures given by Dr. Wm. Torrance Stuchell, a first-class speaker, dealing with various phases of amateur photography. His lectures are all illustrated with lantern slides, most of which are tastefully colored, thus presenting a most realistic appearance.

Another outstanding feature of the show is the motion pictures. There are two reels, one, "A Kodak Honeymoon," and the other "Camp

Brownie." You know the old motto, "Kodak means photography with the bother left out," and in following this out, technicalities are avoided.

People may come to see only the pictures, may take in the lectures, and motion pictures, or, if interested, may get a fund of instruction on development of film, Velox printing, as well as have full explanations made of all the various hand cameras, whether they be roll film, film pack or focal plane instruments.

Remember that the show is all free, and that there will be absolutely nothing for sale.

There are big halls to fill, and you can do your part by boosting the Exhibition among your customers. This applies particularly to the dealer in the smaller towns, where it is impracticable to send the big show. Because the Exhibition will not visit your town is no reason why you should fail to make it known to your photographic friends. It can't do you any harm to talk it up to them, and it certainly may do you considerable good in the way of increased interest in photography resulting in increased sales.

**Flash Sheets and
Portrait Attach-
ments will prove
splendid business
builders now if you
put them before
your customers in
the proper light.**

LAST CALL.

You'll have to hurry if you want more Halcyon Calendars. We have sold more of this 1914 design than of any other. Look over your stock of calendars now and get your repeats in to us, for we can't guarantee to fill orders after November 1st.

There are two widely divergent ways of figuring the calendar proposition. One way is to figure the profit at so much per calendar or per hundred calendars and to let it go at that. This is the short-sighted way.

While the profit on calendar sales by themselves is ample, it is but a small percentage on total sales when the calendar is figured as a sales booster.

Any dealer can put a few calendars on display, and allow them to sell themselves, and, at that, they are pretty good self-sellers.

The dealer with the eye to longer profits will instruct his salespeople to show the calendars when delivering each finishing order.

It is a simple matter to pick out one or two good prints from the customer's order and slip them into the calendar.

"Look pretty nifty in that setting, don't they, Mr., Mrs. or Miss Customer?"

"A simple, pleasing and inexpensive method of pleasing quite a few friends at Christmas time."

"Just the thing—thanks for the suggestion,"—and the sale of from anywhere from six to a dozen or more is made—with, of course, an order for extra prints to fill them.

When a customer comes in for a roll of film, don't allow your clerks to say "fifty cents" or "seventy

cents," and press the button on the cash register.

Before they pick the film from the shelf have them show the calendars, the suggestion is practically automatic—many a cash register rings too soon; your sales slip looks lots better with more three-column entries to be added to the total.

Do not figure the calendar business on the profits derived from the sale of the calendars alone. Figure calendars as boosters for additional sales of film, plates and paper, and make your profits grow both ways from the middle.

Push the Sale of

"How to Make Good Pictures"



It helps to make every day a Kodak day, because it creates and sustains interest in flash-light work, home portraiture, enlarging and every branch of amateur photography.

HOW ONE DEALER BUILT UP A BUSINESS.

How one Kodak dealer built up his business is of interest to every other Kodak dealer, and we afford herewith a few extracts from an article in the "Druggist's Circular" on "Building up a Business in Photographic Goods," written by a dealer in one of the larger cities:

"I had had numerous calls for photographic goods, so determined to make the experiment.

I had investigated the proposition and liked it for various reasons.

After I had had the line a while I discovered many advantages, so there was every incentive to give the line a good bit of attention.

I noticed one important point, that the average sales per customer in the photographic department were 65 cents, while the average sales in the drug department were only 30 cents. As all my departments are kept separate it was easy for me to determine this. In other words, by waiting on the same number of customers we could take in over twice as much money in the photographic department as in the prescription department.

The camera business is a sort of endless chain affair. A customer comes in to buy a film, brings it back to be developed, and comes in again to get it when it is finished; he then usually buys another roll to put it in his camera, and repeats the operation. As the main problem in any business is to get people into the store, this feature of the camera business is desirable.

I made up my mind that I had hit upon a side line worth a lot of pushing. I first made myself proficient in the manipulation of a

camera, and learned how to develop the negatives and pictures. I soon found out how to speak intelligently to the amateur, and to explain away the troubles that beset him.

I made it a point to let my customers know that I was always glad to give them advice, and that they should bring all their camera troubles to me.

Pretty soon the camera department showed up mighty good on the receipts.

The second summer I put out some street car advertising. All my druggist friends were warning me that I would ruin my drug business, but my daily sheets told a different story.

We got many a prescription that I know never would have come in if it had not been for the camera department. We sold many a cigar and box of candy to camera customers.

I have a side window which had been practically valueless, but which is now as good a business-getter as my front window.

Every summer from the first of May to the first of October we each week pick out eight of the best negatives that come in, make an enlargement of each one, and place the eight enlargements in the window.

At the end of the week the enlargements are given to the customers whose negatives were used, entirely free, and new ones are placed in the window.

This plan draws a great many people to the side window, as most people like to look at pictures. Often they will see people that they know in the pictures. It gives a change of display every

week, which is important, and the fact that these enlargements are given away makes the recipients show them to their friends, and each one who receives a prize picture is sure to mention that it is a prize picture.

We give away 152 of these enlargements every summer and we have that many people continually advertising us. We always select negatives of people only — groups especially, as then we have so many more people to talk for us all the time.

Next we try to get good negatives of children, as prize enlargements for these set the whole family to talking about us.

In no circumstances do we put any landscapes in the window, no matter how pretty. We reserve a special prize for these at the end of the season.

Learn to make pictures and develop them yourself so that you can answer all questions intelligently, and show amateurs their mistakes.

Either have your finishing done under your own supervision, or if this is not possible, make your finisher sign a contract to deliver all work at a stated time or forfeit part of his bill."

NO EXPERIMENTS AT YOUR EXPENSE.

The Kodak business has been built up on a quality foundation, and everything entering into any product of our manufacture has been, and always will be, subjected to critical inspection and tested and re-tested before acceptance.

We do not propose to equip our cameras with any device that we do not know is absolutely right, even on the customer's request.

It has been called to our attention that a certain shutter manufacturer is advising photographic dealers that the various camera manufacturers will supply cameras equipped with its shutters upon request. So far as we are concerned, at least, this is not true.

If there were any better shutters of their class, than those regularly fitted to our cameras, we would be supplying them, as we have always made it a point to provide the latest and best the market affords.

We will not, under any circumstances, supply any cameras of our manufacture, with shutters other than those listed in our catalogues, except such as we know by actual test, will not impair the efficiency of our instruments, and in such cases, an additional charge must be made for fitting.

"Oh! how beautiful," and "How do they make pictures like that?" are the remarks universally made at a photographic exhibition.

Your customers want large pictures from their own small negatives. Showing them how, will swell your sales and profits.

YOUR SPECIAL FIELD

Ever listen to the comments from visitors at a photographic exhibition and note the remarks you hear most often?

In admiration of the splendid enlargements, you'll get "Oh! how beautiful," and almost in the same breath, "How do they make pictures like that?"

Yes, your customers are like all others in that they like enlargements and want to know how to make large pictures from their own small negatives. Are you prepared to show them?

It is as strange as it is true, that a surprisingly large number of amateur photographers have the idea that the making of enlargements is something quite beyond them, in fact all but impossible, because they lack the wizard's skill.

You know that in reality the process, with the Brownie Enlarging Cameras, is practically as simple as contact printing, and you can easily rid your customers' minds of any notion that special skill is required.

A little thought will quickly show that good sales of Enlarging Cameras will help to swell your profits, not only on the cameras sold but in larger sales of paper and chemicals.

Push Enlarging Cameras among your customers. They want enlargements from their own negatives, and it is for you to show them how easily enlargements may be had.

Nothing will be so effective as a good display in your window, backed up by demonstration with a camera at the counter.

Remember that the natural desire for enlargements from one's own negatives has been greatly increased by the tremendous sales of cameras

making small negatives like the Vest Pocket Kodak and Premoette Jr.

Just one or two enlargements with contact prints beside them will bring out the charming realism of the enlarged picture in a wealth of detail and gradation, and with a greater breadth—qualities that don't appear in the straight contact print, because they are overshadowed by so much in so small a space.

It isn't the mere size of an enlargement that attracts attention and comment. It is because the enlarged picture shows the scene or persons so nearly like the originals.

Make enlarging your special field this fall and winter. Display the cameras and a few samples. Our little booklet "Bromide Enlarging with a Kodak" will help some, and you can have a supply for the asking.

CORRECTION IN 1913 CONDENSED PRICE LIST

On page 49, the price of 9 x 11 Iris B, C, D or E is given at \$1.15 per dozen. This should be \$1.25. Please point this out to your clerks.

SOLIO TONING AND FIXING POWDERS IN TUBES

In many instances the amateur does not wish to make up large quantities of solution, having possibly but a few prints to make.

To meet such cases, with gelatine printing out papers, we now have ready a most satisfactory toning and fixing powder, packed in glass tubes, each tube being sufficient for four ounces of solution.

THE PRICE

Solio Toning and Fixing Powders,
per carton of 5 tubes. \$0.25
Discount to the trade 40%.



Actual Size

A gift that will please anyone for Christmas, and you can buy it for \$5.00

Premoette Junior

It will be welcomed alike by a boy or girl, a man or a woman, of any age, for it will enable anyone to make for himself, pictures of all the pleasures of Christmas Day and of the days that follow.

Just a trifle larger than the picture it makes, neat and attractive in appearance, this camera makes excellent pictures and is so simple to operate that anyone can use it successfully from the start without previous experience.

Made in two sizes: No. 1, for $2\frac{1}{4} \times 3\frac{1}{4}$ pictures, \$5.00; No. 1A, for $2\frac{1}{2} \times 4\frac{1}{4}$ pictures, \$8.00.

We will be very glad to show you this desirable camera and others of the celebrated Premo line. We carry a complete stock of photographic supplies and our knowledge of photography is always at your service.

JOHN DOE & CO.

1234 Premo Street

"WE HAVE NO CALLS"

Some Kodak dealers seem to forget that the present demand for photographic goods is entirely a creation. By this we mean that as late as twenty years ago amateur photography was practically unknown. Since then countless inventions and improvements have been introduced to make the pastime available, even for children.

We use the word "creation" because some dealers delude themselves into thinking that the sale of photographic goods in their stores is properly a matter of waiting and passing out what the customer insists on having. Such dealers are always ready with reasons for failure to improve, and one of these reasons is: "We have no calls for those goods."

"We have no calls" is particularly frequent in the case of those articles that seem insignificant in themselves, though in reality they broaden the field of photographic work for the amateur and do a lot towards increasing the consumption of film and paper. Merely to hand out the film and paper which your customer demands of you in exchange for his coin of the realm is not selling photographic goods. It does not even come close to bartering—the oldest form of trade—for in that line one party was always trying to get the better of the deal.

Put your Photographic Department on a real selling basis. Remember that you can help in creating a larger demand by giving your customers the benefit of your advice by way of suggestion in different fields of work. You and your clerks can put photography on a basis entirely different from mere

snap-shooting if you persistently and consistently boost Kodakery as the pastime for every season and for everyone.

Large sales of the items to which we are referring—call them Sundries, if you will—are bound to reflect themselves in still larger sales of film and paper.

When you begin to feel that your sales of photographic goods is entirely dependent on the ready-made demand it will be about time for you to think of quitting, for you may be quite certain that the ready-made demand will gradually decline and vanish, as your customers change.

It all resolves itself into the question of whether you are willing to create new business or rest content with sales by accident.

CREDIT RETURNS

We are always more than willing to receive for credit or exchange, goods of our manufacture returned to us owing to defect in manufacture. We likewise stand ready to meet our customers a good half way in accepting goods not defective, for credit.

We must, however, make this exception, more for the protection of the trade than of ourselves: We cannot accept for credit any broken packages of any of our sensitized papers, when returned for cause other than defect in manufacture. When the packages are broken, we would in almost every instance have to replace the used portion, with a different emulsion, and in addition, not knowing the treatment to which the contents have been subjected, we could not assure the trade that any goods so re-packed were in first-class condition.

BIG WAYS AND LITTLE WAYS.

Some merchants seem to be always on the hunt for a formula of universal application which will ensure success. They want to do big things in business and reap big rewards, but they figure that there must be a big way of doing things.

Don't spend too much time figuring out the big way for your Photographic Department. It is all right to have a big way, so long as you don't neglect the little ways, which so many, now using a big way, have proved most effectual.

First and foremost of the little ways that spell success are "Have the goods in stock" and "Show the goods."

Here's an example of the effectiveness of these two little ways: C—— is a small town in Western Canada, of limited population, and with no better territory to draw from than scores of other towns have. It is also one of the oldest towns out west, being settled years ago. In March, 1913, the old Kodak dealer sold out, and we are glad he did. His theory of business called for the big ways—he couldn't see the use in starting with the little ways.

His successor's purchases of our goods are, up to the end of September, seven times the best twelve months' record of the old dealer. And the new dealer has sold enough cameras in town to insure a business in supplies for 1914 equal to his 1913 figures.

The new dealer's formula is "Have the goods in stock and show the goods." Of course he has a working knowledge of amateur photography, so that he can talk the

goods intelligently to his customers, but cheerfully admits that he wasn't inspired. His knowledge has been derived mostly from "How to Make Good Pictures" and the manuals, combined, of course, with experience from his own photographic work.

Big ways of doing things are fine, but the man you see using the big ways, used the little ways for a long time, till they lifted him up to the level of big ways.

"Have the goods in stock" and "Show the goods" mean large sales when aided by a working knowledge of the goods you are selling. Isn't it worth while?



Add a new interest to the children's lives—add a collection of invaluable home pictures to your own gallery of memory. A Kodak or Brownie in the children's hands will do both.

KODAKS, \$7.00 to \$65.00

BROWNIES, \$1.00 to \$12.00

RICHARD ROE & CO.

Single Col. Cut No. 163B.
Double Col. Cut No. 163A.

KODAK



There's a real fascination for young and old, in picture-taking. The Kodak way makes it as simple as it is fascinating.

No bother to learn. Daylight loading and unloading. No dark-room needed even for developing and printing.

KODAKS, \$7.00 upward.

BROWNIE CAMERAS, \$1.00 to \$12.00.

RICHARD ROE & COMPANY

Canadian Kodak Co., Limited

Trade Circular.

"FOR YOUR INTERESTS AND OUR OWN"

Vol. X, No. 7

TORONTO, CANADA

November, 1913

FOR THE BIGGEST KODAK CHRISTMAS.

Christmas 1912 was a big Kodak Christmas, yet everything points to a big increase in Kodak holiday business for 1913. And the reason is not far to seek—Kodaks deliver the goods—picture making the Kodak way IS easy and simple, as countless thousands are testifying, and their enthusiasm is contagious. Not only are they more and more interesting others, through their own success, in the delights of Kodakery, but in the making of holiday remembrances their thoughts turn most naturally to the Kodak as the most fitting gift.

And we have been doing our part. Every month the magazines of big national circulation have told the story of Kodak to millions of possible purchasers. Our advertising for 1913 is heavier than ever; many back covers in full color will suggest Kodak for Christmas, inside full pages will also tell the story.

"At Home with the Kodak,"

that instructive and entertaining little booklet, has attained the dignity of over a million copies, all working for you in the making of new Kodakers and in sustaining the interest of those already devotees.

The Kodak and Premo Winter booklets, condensed catalogues, with most attractive covers in four colors, will soon be ready; just the right size to slip in an ordinary envelope for mailing to good prospects, and will do their part in making things hum.

About November twentieth we will ship you just the finest lot of Christmas signs we have ever turned out or you ever received. They will be a big help if you display them, and we know you will just as soon as you see them.

Car signs to be sure, two new ones, one Kodak and one Premo, full of the Christmas story. In plain black and white they would be most attractive, as the illustrations on page 11 demonstrate, but in four colors they are bound to attract attention and impress their story firmly.

Look over the cut sheet and make sure you have all the cuts you need for your local advertising. Any you need will be sent by return post.

Everything points to the biggest holiday business in Kodak history—let us make it a fact.

PUSH THE SPECIALS.

It is not often that we have to ask your indulgence in the matter of filling orders promptly and fully.

Once in a while, however, manufacturing conditions beyond our control prevent us from getting the goods to you.

This is the situation with regard to the Six-Three Kodaks and Six-Three Premo Cameras.

We have many of these instruments on back order, some extending back several months and we cannot even now afford a definite date for delivery, owing to the inability of the lens manufacturers to supply us with the special lenses rapidly enough.

Meanwhile the holiday season is rapidly approaching with its incident demand for high grade equipments. Under present conditions the obvious thing to do is to order and push the *Special* Kodaks and *Special* Premos.

Logically the Specials should have the preference with you for the holiday trade, as they are absolutely the highest grade, sell for more, with a greater profit per sale for you.

The Six-Threes were put on the market to meet the demands of the amateur desiring anastigmat equipment at a lower cost than the Specials, and should find their best sale at other seasons of the year.

Push the Specials for the holiday trade.

AMATEUR PRINTING FRAMES.

We call your attention to the fact that we manufacture two sizes of amateur printing frames for $3\frac{1}{4} \times 5\frac{1}{2}$ negatives. The one for film negatives measures $3\frac{3}{4} \times 6$ inches inside the rabbet, to accommodate the clear edges of the film. This frame is too large for $3\frac{1}{4} \times 5\frac{1}{2}$ glass plates, so if frames are desired for use with plates the order should so specify, and the smaller frame will be shipped.

PRICE CHANGES.

Owing to market conditions we are obliged to announce the following advance:

Citric Acid, $\frac{1}{4}$ pound bottle.....\$.35

Discount to the trade, 25%.

AZO K SINGLE WEIGHT.

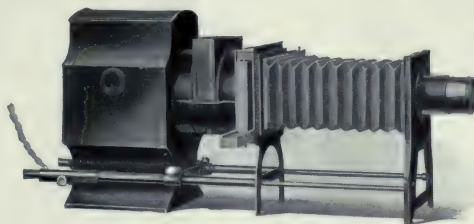
Heretofore we have supplied grade "K" Azo in double weight only, but from now on we will supply it in single weight as well.

Grade "K" is slightly harder than the other grades of Hard Azo, with a pleasing warm tone: Surface, semi-gloss.

Price and discount the same as for all other grades single weight Azo.

BROWNIE ENLARGING CAMERA TIME—

Show them with the Illuminator.



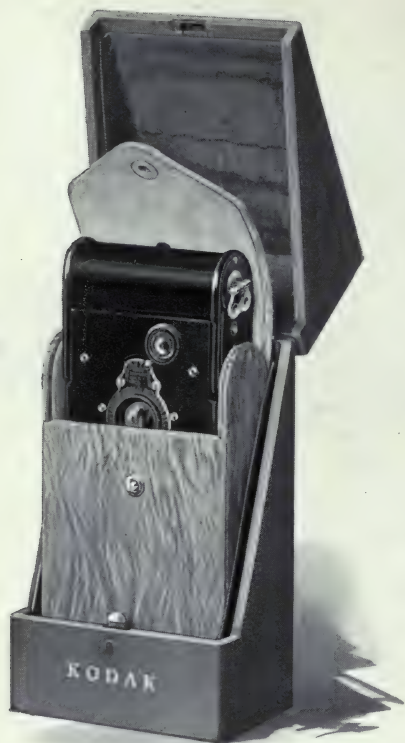
The Kodiopticon

Makes an ideal present for Christmas, and one that includes the whole family.

Many a profitable sale can be made if you display and demonstrate the apparatus.

Kodiopticon with Mazda Lamp	-	-	-	\$25.00
Do. with Hand-Feed Arc Lamp and 4 am-				
pere Rheostat, accommodating 110 volts				40.00
Do. with Arc Lamp and Rheostat, accom-				
modating 220 volts	-	-	-	42.00

Discount $33\frac{1}{3}$ per cent.



The Kodak Gift Case

Price, \$16.50 less 32%

CHRISTMAS MONEY.

There's a new Kodak appeal to the Christmas shopper—an appeal so unique—so full of value, and withal so pleasing to the eye, that it will open any purse wider than the owner of that purse intended.

The whole Kodak line offers, to every dealer, opportunity for Christmas business. The Kodak Gift Case means that Opportunity will not simply knock. He will stop and ring—merrily ring the cash register bell.

In the first place the Kodak gift case contains a Vest Pocket

Kodak that is equipped with the new lens—Kodak Anastigmat *f*.8. That's value to begin with, real intrinsic worth. Then there's a hand carrying case, of imported satin finish leather, in a shade of soft brown that's a delight to the eye and touch—rich enough and dainty enough for milady's purse. This in turn is enclosed in a case of royal blue, silk-lined. The whole outfit is quality in an irresistible setting.

Every dealer can sell a few. Some dealers can sell many of these Kodak Gift Cases. And the sale will not depend merely on the quality in the goods—we are backing this proposition with an abundance of big and good advertising.

Several leading magazines will carry full pages advertising the Kodak Gift Case. There will be smaller spaces in the leading weeklies. All this in addition to back covers in colors in a dozen of the big publications, advertising the general line for Christmas, to say nothing of somewhat smaller advertisements in other papers.

It's a safe guess that the Kodak line will have the biggest publicity, this year, of any article that will be offered as appropriate for Christmas—and in this campaign the Kodak Gift Case will feature prominently.

'Twill pay every dealer to stock and advertise the goods. Special cuts, suitable for newspaper work, are in course of preparation and will be ready, in either single or double column, within a few days.

Get in the Christmas money. Order now—both the goods and cuts.

SUBSCRIPTIONS TO "KODAKERY".

As anticipated, there has been a flood of favorable comment on the announcement of our little magazine "Kodakery."

As is usual in such cases there have been many requests for the magazine that were irregular — not in accordance with the plan of distribution which we announced.

We can positively place no names on the free subscription list except the names of dealers and the names of those purchasers of our cameras who fill out and send to us the subscription blank which (in due time) will be found in the manuals accompanying each camera.

Please do not take application forms from the manuals with which they are sent. And remember that this offer applies only to new purchases.

As announced in the October TRADE CIRCULAR it will take some months to get the plan into full operation. We have made no announcement of the magazine to the general public, have made no promise of it to prospective Kodakers — it is not something they are entitled to. When these subscription blanks begin to appear in the manuals, which will be as fast as new editions appear, we will have all that we can do to handle the names and the mailing without putting on the free list the names of those who already have Kodaks. "Kodakery" is not a part of our 1913 advertising campaign. It is 1914 publicity but we are starting it now so that the production machinery will be

in good order by the time trade gets lively next spring.

In the magazine itself nothing will be said about its being free. It is fifty cents a year, except to dealers and those who fill out the blanks in such manuals as contain them (and all will, eventually).

Please do not, therefore, ask us to put on the free list the names of any of your customers except in exact accordance with the above plan. If there are any of them who happen to hear of the magazine and really want it we feel sure that they will feel it is worth the small price that we ask, fifty cents a year. We shall try to make it worth much more than that.

ERROR IN CONDENSED PRICE LIST

On page 25 of 1913 Condensed List the Brownie Enlarging Camera Illuminator shows at a price of \$3.00 instead of \$3.50. The price is given correctly in the general catalogue, so there should be no inconvenience caused to dealers. Please bring this notice to the attention of your clerks.

Business Builders:

"At Home with a Kodak"

By Flashlight

Bromide Enlarging

Supplied on request
only.

ECONOMY.

Economy, of all the words in the English language, has probably suffered more in distortion of its meaning than any other. Look up any good dictionary and it will tell you that economy signifies management, and that the idea of saving, usually associated with this word, comes purely as a result of practising economy or good management.

Good management in a retail store is largely made up of offering the buying public goods that they want and will buy readily.

Every photographic dealer will agree that Kodak goods are those that are asked for nine times out of ten. Kodak cameras, Kodak film, Kodak papers, Kodak chemicals, etc., are what the overwhelming majority of amateurs demand. We know this from Kodak dealers as well as from dealers handling other lines, who, in seeking our goods, frankly say that they find the demand is for Kodak goods, by which fact they are compelled to put extra effort into making every sale of the other material. They feel that the extra effort to persuade the customer, necessary with other lines, does not belong to true economy, and, therefore, seek the line of goods that can be handled with true economy.

Here's a case of poor economy, or rather no economy at all, practised by a Kodak dealer. Kodak Acid Fixing Powders have had for years a well-deserved reputation as being the best fixing material marketed for the amateur trade. The dealer in the case has been induced by a cent or so cheaper price to him to put in stock ——— Fixing

Powders. To make sales of the latter goods he has to have an argument with each and every customer, the time taken for each argument far exceeding in value the cent or so he had hoped to save. Offer your customers goods that are asked for by the big majority, and goods that you can guarantee because the people really at interest stand behind you.

It's not economy for any merchant to be led by the cent or two saved in cost price into offering his customers goods, in the selling of which he more than loses what he hoped to save on account of the extra time taken in persuading every customer to accept the unknown material.

Though he can't please everybody, every Kodak dealer knows that he can satisfy more than 90 per cent. of his customers, with material bearing the Kodak name, and that without waste of time.

NO GOODS ON APPROVAL.

The Kodak *Terms of Sale* explicitly state that we do not sell our goods on consignment, nor are goods sold subject to return, for any other cause than defect in manufacture.

The reason for this provision is that the nature of the goods forbids such a system; obviously, sensitized material and cameras can't be sold satisfactorily on the approval system.

Dealers will please take note and remember that, while we are always ready and willing to help our customers to any reasonable extent, we are unable to send goods on approval. This is the plan we follow with all our customers, all over the Dominion.



For Christmas presents, you'll do well to push the

No. 2 Kodak Box

It contains everything the novice requires for making pictures by the all-by-daylight Kodak method, and the container is especially designed to make an attractive show.

Use it to win new customers.

THE CHRISTMAS STOCKING.

The headline of one of the Premo Christmas advertisements reads "Top the Christmas stocking with a Premoette Jr." This advertisement will run in magazines of upwards of 2,000,000 circulation. There will be many stockings hung up in your town Christmas Eve, and there will be many, interested in these stockings, who are going to see this advertisement.

It's up to you to see that as many of these stockings as possible are "topped" with something from your store.

The Premoette Jr. is so small that it will easily go into even a child's stocking, and it's sure to command a splendid Christmas business. The price, the appearance, the results, make it really an ideal Christmas gift, suitable for a man or woman, a boy or girl, of practically any age.

But this isn't all, the stocking idea is used in our advertisement largely, of course, in a figurative sense, as the stocking and Christmas are always associated together. And in addition to this stocking advertisement, we are running other full page advertisements about other Premos, in magazines with a combined circulation of six or seven millions, as well as space in children's papers, devoted to the Premo Junior cameras. So the Premo advertising is reaching a very large proportion of all the families in this country, and the underlying suggestion of it is to give somebody some sort of a Premo camera for Christmas.

Thus while the Premoette Junior is going to be extremely popular for gift purposes, so are the other

Premos for those who wish to give something that costs a little more or a little less money.

The Film Premos No. 1 have always been wonderful Christmas sellers, and we suggest that the 3A size be especially pushed at Christmas time. The Premo Juniors are sure of a big demand, especially for the children.

Then, for those people who want to make especially fine gifts, there are the Filmplate Premos, and the Specials.

Think of the number of gifts that are going to be made in your town, and then see to it that as many of these go from your store as possible.

We are doing all we can to help. In addition to our general publicity, we will send you in a few days an assortment of new window cards, and we illustrate in this issue a new Premo car sign especially suitable for the holidays. Our newspaper cut department is entirely at your service, and the new Premo Winter Booklet will soon be ready for distribution. These as usual will be sent on order only and it will be well for you to get your order in for these as soon as possible.

Our business can't grow unless the business of the dealer grows correspondingly, for all our business is done through the dealers. The phenomenal increase in Premo business this year, with every indication, warrants the prediction that the Premo holiday business this year will greatly exceed that of last year. Therefore the Premo business of many of the dealers has got to exceed their last year's business.

This is the class for you to be in.



You get the best of actual chemical quality combined with the highest keeping quality in every bottle or package of

Kodak Tested Chemicals

for they are all packed in containers specially prepared to afford the greatest protection to the contents. With ordinary care, such as protection from air and moisture, the portion last used of a package will be as good as at the start.

The seal of quality is on every bottle, can or package.

Put your trust in Kodak Tested Chemicals.



A MONOLOGUE WITH A MORAL.

"A half-gross of Special Velvet, four by five, please." "One ten, please," and the clerk starts to wrap up the package.

"Oh, do you sell colors, for coloring prints?—I wonder if I could do it?—Why, that's a mighty handy little outfit, Velox Transparent Water Color Stamp Outfit, seems very simple—I'll take one."

"What's that little glass thing in the show case?—A Portrait Attachment?—Oh yes, I see, funny I didn't know of it before, I want one by all means—for the No. 4 F. P. K."

"Do you suppose I could learn to make flashlights? I see you have a little book there, 'By Flashlight'—Oh, thank you."

"Flash Sheet Holder, now that looks real safe, and easy—show me one please."

"Oh, I see, um—um—yes. I'll have to have that, and some flash sheets to be sure."

"On some of these dark days, my snap shots come out a little underdone. Why I could use a tripod, and make time exposures, couldn't I? Most all the tripods I ever saw were so bulky—why don't some one make a little compact one? You have them?"

"Well that certainly is just the thing. A Metal Tripod—Yes, put one with the rest of the things."

"Do you know I've got the biggest lot of prints lying around, and I really don't know what to do with them. Why don't I put them in an album? That would be a good idea, wouldn't it?—but I hate to fuss with paste."

"You have one that doesn't re-

quire pasting?—Well, isn't that clever?—'The Universal' album you call it. I'll need at least two of those. Yes, you may send them, if you'll be so kind."

"I'm so glad that I am inquisitive, as now I am going to get just double the pleasure out of my picture making—good morning."

MORAL—(Not all customers are inquisitive.
Hint—Show the goods

ALL THREE WAYS

It is going to be a pretty "finnick" vest pocket camera customer that you cannot suit with some one of the three Vest Pockets.

For all ordinary purposes there is the regular Vest Pocket Kodak with meniscus achromatic lens at seven dollars. Then there is the Kodak Gift Case with Vest Pocket Kodak equipped with the Kodak Anastigmat *f.8* at sixteen dollars and a half. And then, absolutely the highest type, the Vest Pocket Kodak Special, equipped with the Zeiss-Kodak Anastigmat *f.6.9* at twenty-five dollars.

There is a marked difference in speed between *f.8* and *f.6.9* and the experienced amateur who wants something better than the regular equipment needs little or no inducement to jump to the highest grade.

The Kodak Gift Case is a *holiday* proposition, something to help you compete with the jeweler and kindred competitors.

The Vest Pocket Kodak Special is for the all the year round customer who wants the best to be had without any frills, and it will pay you to stock and push all three cameras, as each has a separate and profitable field.



Nothing tells the
home story like a

KODAK

Select one from our stock
to make somebody happy
this Christmas.

RICHARD ROE & CO.,
1001 Tripod Ave.

Car Sign No. 475

Car Sign No. 476

TWO REASONS.

There are two excellent reasons why the dealer should push the sale of C. K. Tested Chemicals.

The first is that the customer is certain of the best possible results.

The ordinary manufacturer of chemicals has no interest beyond the sale of his goods; if he be wise, he will hold to a certain standard of quality, but he cannot adapt that standard to any particular purpose,

not so much from lack of interest as from lack of knowledge.

Our interest extends all the way; we must *know* that the chemicals supplied by us are exactly suited for use with our products, and to search for and bar all impurities detrimental to best *photographic* results.

Many such impurities would be neutral for general use, and the chemical containing them would pass as high grade, while we would

have to reject it as not up to our *photographic* standard.

Our chemical business has grown enormously, and because we are large producers and consumers we are able to go to greater lengths than other manufacturers in the matter of scientific testing.

As an example, take C. K. Tested Sodas; by means of special apparatus we are able to reduce the variation in these products to less than one per cent.

The second reason: C. K. Tested Chemicals are more extensively ad-

LOOKING FOR TROUBLE.

THE DEALER WHO CUTS PRICES ON AMATEUR FINISHING TO UNDERSELL HIS COMPETITORS IS LOOKING FOR TROUBLE AND A SURE WAY TO REDUCE HIS PROFITS.

"Making a profit" is the real object of being in business, and every merchant in every line is anxious to make his profit. But it is not the barest or smallest profit that he is anxious to make. He is after the largest percentage of profit from every sale of every article, consistent with sound principles and giving

AZO ORDERS.

On all orders for Azo when the weight is not specified we ship single weight.

Until recently Azo K has been supplied in double weight only, but is now supplied in single weight as well, so in the future the weight must be specified in order to insure the order being correctly filled.

*Have the Goods
in Stock*

hustling for trade.

Sometimes a dealer has unwittingly made inroads into his own profits by thinking that he can get most of the work by underselling his competitors. How this shortsighted policy works out is clearly put in the extracts from a photographic journal, reprinted below.

Dealers will do well to read these quotations, noting particularly the wholesome advice given against trying to build up volume of business purely by the "lower price" appeal, which inevitably leads to the inaug-

uration of a competition in cutting prices and losing profits.

We have always maintained that quality wins in this matter of Amateur Finishing; that good work at good prices is a much better proposition than big volume of finishing at poor prices and low profits, with the ever attendant evil of inferior work. And it's noteworthy that the man who starts a price war seldom, if ever, gets the bulk of the business in competition with the other finishers whom he forced to cut their prices:

"Developing and printing for amateurs forms such an important branch of the dealer's business that it is really a serious matter to see that profitable prices are maintained. Whether it is from want of thought or from sheer pig-headedness I know not, but here and there dealers are to be found doing this work at the most absurd prices. Whenever particulars of such cases come before me I use my best efforts to convince the offending dealer that he is making a mistake, and it is very gratifying to be able to add that, so far, in every case but one, the dealer has complied with my request to raise his prices to the level of other dealers in his locality. The one exception relates to a dealer in the North who is quite a good sort, but who fails to see that his principle is wrong in spite of the fact that it is proved to him that if other dealers adopted his method of underselling the whole trade would be seriously injured.

"Of course, it is an easy road to securing custom to give the customer a portion of the profit you earn in executing his orders, provided other dealers are not doing

the same. But is it likely that neighboring dealers are going to sit down quietly and allow their patrons to be thus drawn away from them? A moment's consideration should be sufficient to show that they cannot afford to remain indifferent under such circumstances, and it then becomes a question of first appealing, directly or indirectly, to the dealer who is underselling. If he remains obdurate measures must be adopted to show the offending dealer that his logic is wrong, and so a war in prices is set up.

"In such cases it is undoubtedly best for all the dealers in the district to come to a common understanding or agreement upon the minimum charge to be made for such work, then no one will suffer; but, on the contrary, all will benefit. So long as the customers know that they cannot get the work done cheaper elsewhere they are perfectly satisfied, and not one plate or film the less is developed on account of prices being standardized. This seems to me to be such a simple matter to come to an agreement upon that I cannot think any dealer would stand out from a common understanding; but if it was found to be otherwise I would urge loyal dealers to band together and show by retaliation that they are determined not to allow any dealer to take an unfair advantage of them."

*From "The Photographic Dealer,"
London, England, October, 1913.*

***Show the Goods for
Christmas Trade.***

SEASONABLE GOODS.

We are certain that the percentage of dealers who believe in a "photographic season" is steadily declining. We mean those dealers who confine their efforts at displaying and pushing photo. goods to a certain season of the year—the summer.

To the great majority of our customers who keep constantly pushing the goods we offer some suggestions, based on the past experience of scores of other dealers, and dealing with the features of various articles which make them particularly attractive at this season.

THE KODIOPTICON.

A Christmas present for the whole family, and one that affords an endless amount of real enjoyment. Interest in projection work is at its height, and many a profitable sale can be made if you display the Kodiopticon and explain its workings to your customers. Then remember that every Kodiopticon sold means a continued demand for Velox Lantern Slide Film, as well as glass lantern slides, and other sundries.

The Velox Lantern Slide Film, though primarily intended for use with the Kodiopticon, may be used with any projection machine fitted with a cooling cell to protect the film.

FLASH MATERIAL.

Flashlight time is right now—in the long evenings of fall and winter. Display the goods and get your customers interested in them. You'll be surprised at the number of amateurs who will take up flash work, if you will only show them how

easily and safely the work may be done.

THERMOMETERS.

Always seasonable, thermometers are absolutely necessary for successful development at this time of the year. Try to eliminate the guessing habit from among your customers. Every thermometer sold makes for better negatives, better pictures, greater satisfaction, better business.



Let the

KODAK

Tell the Winter Story

Winter has charms of scene
no less than spring or summer.
The Kodak insures best results
in all seasons.

Let us show you how easy
it is to Kodak. Everything for
Kodakery at our store.

RICHARD ROE & CO.

Single Col. Cut No. 135B.
Double Col. Cut No. 135A.

Every one of the articles mentioned below makes an acceptable Christmas present and will prove a good helper in building up your sales.

Albums

Brownie Enlarging Cameras

Kodak Film Tanks

Premo Film Pack Tanks

Developing and Printing

Outfits

Metal Tripods

How to Make Good Pictures

They all carry a good discount and are well worth pushing for holiday trade.

BROWNIE



Snow days and snow plays offer delightful picture-making opportunities for the youngsters. The Brownie makes it all as easy as A B C. No limit to results either.

BROWNIE CAMERAS, \$1.00 to \$12.00

We have all the new goods from the Kodak factory.

RICHARD ROE & COMPANY.

Canadian Kodak Co., Limited

Trade Circular.

"FOR YOUR INTERESTS AND OUR OWN"

Vol. X, No. 8

TORONTO, CANADA

December, 1913

A KODAK CHRISTMAS

AS ANTICIPATED BY AN ENTHUSIAST.

We're going home to spend Christmas with the old folks on the farm. All the sons and daughters, and the grandchildren, from city and country will be there. This may be the last Christmas we shall spend with the family circle complete, because the next year we may be widely separated, and in after years I know we will all prize the photos I am going to make. It is on such occasions that I appreciate the value of my Kodak.

When we arrive at the little station in the afternoon of Christmas Eve, Grandpa will be there with a bob-sleigh to take us out to the farm. He will be standing at the end of the platform holding the horses' heads, not daring to leave them, so anxious are they to be off. But anxious as they are, I couldn't miss that picture of the old gentleman with his beaming face, as he keeps one eye on the horses and with the other scans the faces in the crowd for his loved ones.

Now we're off. I can hear the sleigh-bells jingle as the horses

prance along on the crunching snow. On the way out we have to pass the school-house. There is a pond near this, and probably some of the small boys and girls, children of my old school friends, will be skating there. As we pass they will call out a "Merry Christmas," and in a moment I will have my Kodak out and "snap" a picture of them as they pause from their play to salute us.

When Grandma sees us coming she will wrap a shawl around her shoulders, and hurry out to greet us. What a picture she makes, as she stands there with that eager smile of welcome on her face, and before the rest have had time to clamber out of the sleigh, I will have secured a picture that will preserve the memory for years to come.

Of course there will be a Christmas Tree, and after the kiddies are put to bed, we older folks will be busy getting it ready. Maybe I will take a flashlight of the jolly workers as they are gathered around the tree.

No danger of the children over-

sleeping next morning. They will sneak downstairs very quietly, at first, and then when they have forgotten their caution in the excitement of emptying their stockings, I will hear them, and soon I will be down with them. Perhaps I will be able to persuade them to sit still long enough for me to make a picture of them as they are grouped around the fireplace.

After breakfast the small boys will secure a couple of old sleds, and a little way below the barn I will find them coasting down the hill, their faces aglow and their eyes shining, and I will be eager to place the scene among my other photographic treasures.

Next in importance to Christmas stockings is Christmas dinner. Grandpa and Grandma will sit at opposite ends of the table, and scattered along each side, with a grown-up at proper intervals to keep order, the children will be ranged, anticipation on every face, for they have sampled Grandma's cooking before. But in order to have one more souvenir of the gathering, I shall delay the dinner just a moment to take a time picture.

After dinner we may go for a sleigh-ride, visiting the scenes familiar from our childhood, and I hope that the Kodak store in town will have plenty of film in stock, for I am quite likely to "snap" so many things that my supply will run out before I am ready to return home.

MAKING THE DISPLAY WINDOW EARN ITS SALARY

Put a lot of incubator chicks, a stuffed alligator, or a fiddle supposed to have been used by that celebrated virtuoso, Nero, during

the late conflagration in Rome—or almost anything else unusual, in your display windows, and the passing public will pause to gaze.

Whether any of these gazers will enter your store to purchase the goods you carry in stock is highly problematical.

Put a miscellaneous assortment of the goods you handle in your window, and those familiar with such products may stop to examine, and enter your store to purchase. Those unfamiliar with amateur photography will afford, at best, but a passing glance and pass on, much the same as you would pass by a surgical instrument or electrical device display if you were not acquainted with their uses.

At this season of the year almost every person passing your display windows is more or less perplexed over "what to give for Christmas." It is therefore most excellent business not only to display your wares in your windows, but to afford a brief yet explicit statement of just what they are, and their value as a Christmas remembrance.

Take, for instance, a No. 1 Brownie and a 3A Folding Brownie, and place back of them a placard reading:

"Any boy or girl can take good pictures with a Brownie Camera.
Prices from \$1.00 to \$12.00."

A Three A F. P. Kodak, with a placard reading:

"Anybody can Kodak—
Good results from the start.
This style \$20.00, others from
\$7.00 to \$85.00."

A Kodak Gift Case with a placard reading:

"The Ideal Christmas Gift."
The daintiest little picture taking outfit ever offered. Price \$16.50.

A Kodak Film Tank with a card:

"An ideal gift for one who owns
a Kodak. Helps to better results.
Price \$5.00."

Place a few attractive Kodak pictures or enlargements in the window to back up your display—and do not over-crowd.

Tell what each article is for, its name and the price, in other words, make your display window what it is intended to be—a silent *salesman*, and remember that you are paying this salesman a good big salary and that it is up to you to see that it is earned.

From now on the streets will be crowded with Christmas shoppers. Twenty per cent. of these people with money to spend will know just what they want and where to get it.

Twenty per cent. more will know what they want but not always just where they can find it.

Sixty per cent. will come down on the shopping district with a list marked "Wife," "Jimmie," "Susie," "Cousin Tom," "Aunt Jennie," "Father," "Mother," and so on, with only a limited time for selection, and with but a vague idea of what they want.

Heaven bless the thoughtful merchant who will aid this sixty per cent. in finding what they want.

Newspaper advertising will help a lot, but one thing you must remember and that is that almost every other merchant in town will be trying to aid them in the same way—now this does not mean that you should not use the newspapers—but rather that you should supplement your newspaper space with a strong additional appeal.

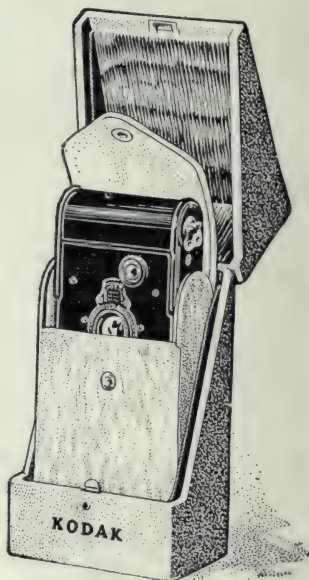
The strongest appeal you can make will be through your display windows, provided your display is right.

Many a Cash Register Bell Rings too Soon—

Don't stop with the sale of the Kodak
---show the Kodak Film Tank, the
Kodak Metal Tripod, "How to Make
Good Pictures" and the other Sundries
that carry a long profit.

The Kodak Gift Case

A quality and richness that will appeal to the most fastidious.



CONTAINING :

Vest Pocket Kodak, with Kodak Anastigmat lens. Hand Carrying Case, of imported satin finish leather in a shade of soft brown that is in perfect harmony with the deep blue of the silk-lined container.

Makes a most acceptable present for Christmas, birthdays and other special occasions.

Sixteen Dollars and a Half at your Kodak Dealers.

CANADIAN KODAK CO., LIMITED,
TORONTO, CANADA.

A DOUBLE APPEAL

In another column we have something to say regarding the efficient window display, with special reference to the holiday trade.

What we there remarked will, as a matter of fact, hold good for any time of the year, but a variety in display is highly advisable, providing each display has the right selling "punch."

As a means of keeping up the interest of the amateur, and incidentally adding to the profits of your finishing department, there is no display more effective than that of a group of well selected, and well made enlargements. On pages 6 and 7 we illustrate a decidedly effective display carrying out this idea.

You will note that the display is so arranged as to at once catch the eye of the passerby from any angle, and that it does not appear crowded in any way.

The effect of the display is much heightened by showing the size and style of Kodak with which the original small negatives were made, and having this *the only camera in the display*. All lines in the display lead directly to the Kodak, so that no observer can possibly overlook it.

As everyone likes pictures this display serves a double purpose, as it not only appeals to those already Kodakers, but creates the desire to make such pictures, in the minds of those who have not as yet succumbed to the fascinations of Kodakery.

Advertising Cuts
—*gratis on request.*

BROWNIE



Surprise the little
folks with a

BROWNIE CAMERA

It will help them to ob-
serve and afford them
endless amusement.

MADE TO WORK IN THE
SIMPLE KODAK WAY.

Price, \$1.00 to \$12.00

RICHARD ROE & CO.

Single Column Cut No. 165 B.
Double Column Cut No. 165 A.

BLACK RUBBER TUBING

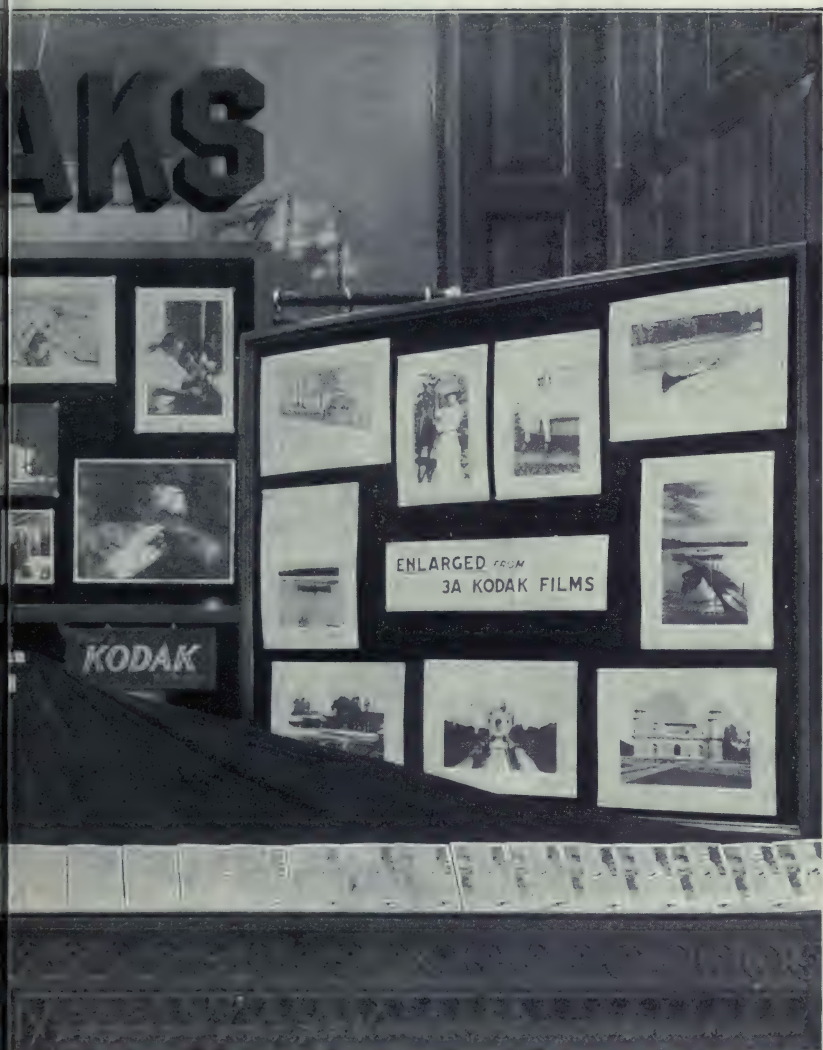
We are now in position to supply
a first quality black rubber tubing,
suitable for use with camera bulbs.

THE PRICE.

Black Rubber Tubing, per running
foot, - - - - - \$.07
Discount to the trade, 50%.



AN EFFECTIVE WINI



DISPLAY—See Page 5.

EASTMAN MASK CHART 5x7

The Eastman Mask Charts in the larger sizes are affording great satisfaction, and we are pleased to advise that we are now in position to supply them in size 5 x 7.

THE PRICE.

Eastman Mask Chart, 5x7, per doz., \$.10
Discount to the trade, 33⅓%.

BOOKLETS

Sample copies of the Kodak and Premo Winter Booklets have been mailed to dealers. We shall be glad to supply these booklets to dealers who wish to use them, but dealers will please remember that these booklets will be sent *on request* only.

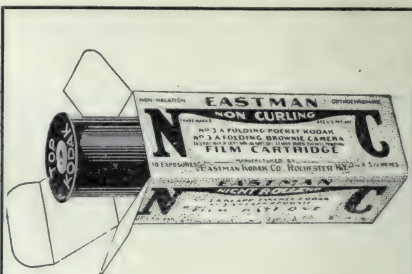
On request applies to booklets like "By Flashlight," "At Home with a Kodak," "Bromide Enlarging with a Kodak," etc., which you can use to advantage during the winter season.

WINTER PICTURES

To preserve the sparkling charm of snow pictures, advise your customers to use a Kodak Color Screen, on just the same principles as you advise the use of a color screen in photographing clouds.

The screen balances up the exposure and does not allow any one portion to be emphasized at the expense of others.

Use the new signs we have sent you to increase your Christmas Harvest.



Don't take chances when you go picture hunting. There is only one genuine Kodak film, and that is

EASTMAN
N. C. Film

The trade-mark "Kodak" on the spool end identifies the genuine.

We carry a full line of Kodaks and supplies.

RICHARD ROE & CO.

Single Col. Cut No. 250B.
Double Col. Cut No. 250A.

FOR FLASHLIGHT PICTURES

Eastman Flash Sheets
Flash Sheet Holders
Tripods

This month every
order is a

“RUSH” ORDER.

Make your orders
explicit and avoid
delays and dis-
appointments.

EFFICIENCY IN THE FINISHING DEPARTMENT

The demand to-day is for efficiency—for the man trained for the job.

In these days of keen competition in all lines the business man cannot afford to take chances with the inefficient; he must, to remain on the safe side of the line between profit and loss, have every operation connected with the manufacture and sale of his products performed in the most economical way.

The Kodak dealer with a finishing department must, to be successful, employ help who know the latest and best methods for developing, printing, enlarging, and the kindred operations that come within the scope of the department.

To provide this efficiency is the aim of the Educational Department, and it has a most successful record behind it. In this department any Kodak dealer or his accredited employee may become thoroughly familiar with all the processes that pertain to amateur finishing; become the *efficient* man who *knows* not only the theory but the practical way to secure the best results by the speediest and most economical methods.

In the Educational Department he will be taught the way to develop films and plates so as to get everything the exposure will afford, the way to handle both large and small orders with economy. He will be taught the latest methods for the after improvement of negatives, reduction and intensification, and why one method or process is superior to another.

He will be taught how to select

the grade of paper best adapted to a particular class of negative, and its proper manipulation. He may, if he so desires, take a course in enlarging, including vignetting, and other features: lantern slide making by contact and by projection.

He will be taught how to dry prints without curl; how to mount on thin mounts without curl, masking, border tinting and post card work.

The whole range of amateur finishing is covered in this department, or the student may specialize in any subject.

No charge is made for tuition or for supplies used during the course, the sole object of the Educational Department being to aid in the producing of highest grade work by finishing departments throughout the country.

We can accommodate but a limited number at a time, and the entries are heavy the first part of the year, so get your application in early.

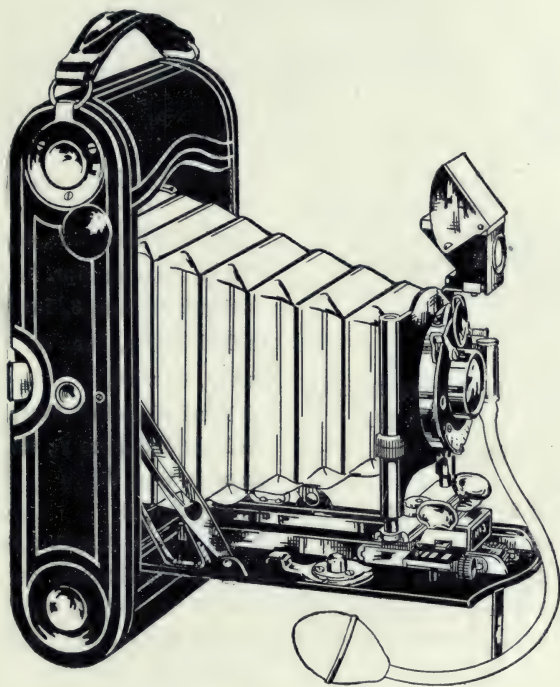
POISON

In practically all of the provinces, and in most municipalities, certain restrictions or regulations exist concerning the sale of poisons.

In some places it is necessary to keep a register containing the date of sale, name of article, and name and address of the purchaser, a failure to comply subjecting the store proprietor to a more or less uncomfortable penalty.

We would advise all dealers to investigate and comply with such regulations as pertain to the sale of such products in their localities.

**HAVE THE GOODS
IN STOCK.**



A KODAK

Of all the timely gifts—the very thing—it will appeal to every member of the family, make this Christmas memorable.

KODAKS, \$7.00 and up.

Brownie Cameras (THEY WORK LIKE KODAKS) \$1.00 to \$12.00

RICHARD ROE & COMPANY

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